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BROADCASTING TELECASTING

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THIS ISSUE:

Renewals Strike Program Snag
Page 23

Radio Proves Best For Perfumers
Page 23

Poll Favors Freer Ads in Radio, TV
Page 26

Million Radios In U. S.
Page 27

TELECASTING
Page 39

21ST
Newsweekly of Radio and Television
year

"No other advertising has produced such sensational results!"

Local folks know advertising media best. Because local advertising *must* pay off in immediate results. So just read what the president of one of Baltimore's largest furniture stores wrote us:

"No other advertising we have ever done has produced such sensational results as our advertising on WITH."

And remember—WITH carries the advertising of *twice as many* local merchants as any other station in town. For just one good reason: WITH produces fast, profitable results at low, low cost!

Get your Forjoe man to give the whole story of WITH's commanding position in the rich market of Baltimore.

IN BALTIMORE

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE AND COMPANY

Quality OF WHAS PROGRAMMING MAKES THE DIFFERENCE!

WHAS NEWS

All Kentuckiana Listens!

EVERY WHAS NEWSCAST has MORE LISTENERS* than any other program on the air at the same time . . . morning, afternoon and night. Nine reporters gather, edit and write each news program especially for the Kentuckiana audience of the hour. Result: news leadership that has earned listener loyalty and two NARND awards in two years . . . another example of quality WHAS programming.

*Pulse Report, Oct.-Nov., 1951

RICHARD OBERLIN, *News Director*

Recently returned from three months in Paris, France as UNESCO's first special consultant in the Department of Mass Communications.

DAY AND NIGHT—EVERY DAY
KENTUCKIANA LISTENS TO WHAS NEWS

A. M.	P. M.
7:00-15—PAUL CLARK	5:30-45—PETE FRENCH
7:30-45—BOB BOAZ	6:45-00—PAUL CLARK
	10:00-15—PETE FRENCH
P. M.	10:00-15—(Sunday)
12:30-45—PAUL CLARK	PAUL CLARK

Basic Affiliate of the CBS Radio Netwo

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Dir*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM

67%

of the great

MICHIGAN

SEVEN BILLION DOLLAR MARKET

is ***NOW*** *covered by combining*

The DETROIT coverage of

WKMH... 5000 WATTS

(1000 WATTS NIGHTS)

and... Southern Michigan's

WKHM... 1000 WATTS

(FULL TIME)

JACKSON 970 ON THE DIAL

See the latest PULSE!

CALL YOUR HEADLEY-REED MAN

...ished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 N... Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1...

KRLD first again!

50,000 Watts Serving the Great Southwest!

4 out of 5 says Hooper

The Latest HOOPER REPORT for Dallas . . .

SHARE OF *RADIO* AUDIENCE — MONTHS: OCTOBER–NOVEMBER, 1951

TIME	KRLD+ KRLD-FM (CBS)	FQCY. 1	FQCY. 2	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F
MON. THRU FRI. 8:00 A.M.-12:00 NOON	37.0	7.8	18.1	10.4	9.0	4.4	13.0	12.9	11.4
SUNDAY 12:00 NOON-6:00 P.M.	22.3	8.2	13.4	12.9	15.0	7.2	13.7	7.9	17.6
SATURDAY 8:00 A.M.-6:00 P.M.	28.1	4.7	23.3	12.0	15.4	5.1	10.2	17.8	7.4
SUN. THRU SAT. EVE. 6:00 P.M.-10:30 P.M.	34.1	10.9	32.1		7.2		22.4	20.6	13.5

Exclusive DALLAS-FORT WORTH Outlet for Top-Rated CBS Shows

This is why **KRLD** is your best buy

104.9 % MORE MORNING AUDIENCE

26.7 % MORE SUNDAY AUDIENCE

6.2 % MORE EVENING AUDIENCE

20.6 % MORE SATURDAY AUDIENCE

than the second highest rated radio station or frequency.

JOHN W. RUNYON, *President*
CLYDE W. REMBERT, *General Manager*

Owners and Operators of
KRLD-TV CHANNEL 4

The Branham Company, *Exclusive Representative*

at deadline

CLOSED CIRCUIT

IS SEN. BENTON thinking of scrapping proposed legislation to establish National Citizens Advisory Board for Radio and Television? It's known he's urging Ford Foundation to ante up $50,000 to underwrite special "expert" committee which would study whether new radio-TV legislation needed, with special emphasis on subscription TV. Sen. Benton reportedly has about made up his mind that subscription TV is pat answer to all television ills. If Ford Foundation sets up its own committee, Senator would have reasonable excuse to abandon his own government-supported board proposal.

BACK WHEN he was still hot for creating National Citizens Advisory Board for Radio and Television, Sen. Benton reportedly offered chairmanship to Mark Ethridge, publisher of *Courier-Journal* and *Louisville Times* (WHAS-AM-TV) (somewhat prematurely, since bill to create board isn't even near Senate floor). Mr. Ethridge, former NAB president, turned him down flat.

DON'T WRITE OFF prospect of call to high Federal post for NARTB Chairman Justin Miller. While it's open secret that Judge had been offered Attorney-Generalship (Mrs. Miller was enroute from California home to see him sworn in), subsequent events caused President Truman to change his mind on requested resignation of incumbent Attorney-General Harold McGrath. Although President made no direct proffer of another post in long talk with Mr. Miller, Jan. 12 (after McGrath episode), report persists in high places that he might be asked to accept Ambassadorial post either in Europe or South America.

IT MAY mean nothing at all, but Anti-Trust Division operatives of Dept. of Justice are scouting around fringes of electronic manufacturing preparatory to determination whether litigation will be entered against one or more companies. Verified is fact that subpoenas covering certain records had been issued but this does not necessarily mean suits. There's suspicion that color TV lurks in preliminary inquiry, with RCA figuring in speculation.

TENTH ANNIVERSARY of Voice of America will be observed Feb. 25 in Washington, with formal dedication of new ship *Courier*, carrying 150 w mobile VOA transmitter. It wouldn't surprise insiders to see President Truman participate in dedication because of his tremendous interest in "Campaign of Truth."

ALTHOUGH Edward W. Barrett relinquishes his Assistant Secretaryship of State after two year stint during its most difficult period, he probably will be prevailed upon to remain as consultant to State Dept. on psychological operations. Forty-one year old executive, who won't announce future plans for several weeks, has operated about 18 hours a day, 7 days a week on Voice project.

POSSIBLE TREND in reducing the number of research organizations in radio-TV seen in

(Continued on page 6)

ABC PETITIONS LIFTING LIMIT ON TV STATIONS

LIFTING of limitation on number of TV stations one company can own was urged Friday by ABC in petition to FCC, supporting recommendations of NBC and Fort Industry Co. [B•T, Jan. 28, 21, 14, 7].

ABC urged that limit be made seven, not more than five of which could be VHF. In this it takes same stand as Fort Industry. NBC suggested that limit of five be kept on VHF TV, with no limit on UHF ownership.

Argument put forth by ABC was to effect that when FCC limited common TV ownership to five in 1945 that represented 1% of less than 400 channels available. In fact, said ABC, when it and NBC got their limit of grants in 1946-47, together they represented 10% of less than 100 stations authorized at that time. Therefore, ABC pointed out, if 1% common ownership then met with FCC approval, same percentage for the 1750 commercial channels in future TV service should permit seven commonly-owned stations.

ABC also pointed out that when it applied for VHF stations, it sought Channel 7 in all five of its applications.

KLEE SALE TO LBS

SALE of KLEE Houston to Barton and Gordon McLendon, majority owners of Liberty Broadcasting System, for more than $300,000 was announced Friday. Purchase of 5-kw station (on 610 kc) is from estate of late W. Albert Lee. Legal buyer is in name of Trinity Broadcasting Corp., licensee of KLIF Dallas, which McLendon's own. McLendon's bought 1-kw daytimer KELP El Paso (on 920 kc) last September [B•T, Sept. 10, 1951]. In 1950 Mr. Lee sold KLEE-TV to Houston Post Co. when its call was changed to KPRC-TV. LBS is owned by McLendon's and Houston Oilman H. R. Cullen.

BUSINESS BRIEFLY

SIX-WEEK CAMPAIGN ● Emerson Drug Co., Baltimore (Bromo Seltzer), planning six-week campaign to start early in March in 12 southern markets, using day and night radio spots. Agency: BBDO, N. Y.

RAZOR BLADE BUSINESS ● American Safety Razor Corp., N. Y. (Star & Treet), through BBDO, same city, placing ten-week radio spot schedule, starting Feb. 18 and March 1, in 30 markets using morning minutes and some nighttime spots.

SPOTS FOR SIMONIZ? ● Simoniz Co., Chicago (Simoniz Body Guard), through Sullivan, Stauffer, Colwell & Bayles, N. Y., reportedly contemplating radio spot campaign to start in April.

OIL CO. SEEKS SPOTS ● Continental Oil Co. (Conoco), Ponca City, Okla., looking for radio spot availabilities in area between Mississippi and Rockies for 39-week schedule, starting March 10. Agency: Geyer, Newell & Ganger, N. Y.

EX-LAX ON NBC ● Ex-Lax Inc., Brooklyn (laxative), has ordered sponsorship of *Doctor's Wife* on full NBC radio network, five times weekly, 5:45-6 p.m. to start March 3, through Warwick & Legler, N. Y., providing all network stations will accept laxative account.

MORE CBS NEWS

CBS RADIO network to carry greatest number of news broadcasts ever—including war time—when 91st program each week, *World News With Robert Trout*, starts Feb. 17. Network will be airing 16 hours and 10 minutes of news weekly, spokesman said Friday.

NBC Spot Sales Realigns, Expands

EXTENSIVE realignment and expansion of NBC National Spot Sales Dept. now underway, with indications efforts eventually may be initiated to enlarge station representation list.

Changes thus far blueprinted for department, under continued supervision of Director James V. McConnell, include planned addition of some 23 persons—mostly salesmen, researchers, etc.—in New York and field offices, plus following appointments:

Robert Leder, department's Eastern Sales Manager for Radio, to be named to new post of National Spot Sales Manager for Radio.

John H. Reber, sales manager of NBC's WNBT (TV) New York, to be named National Spot Sales Manager for Television, also new office.

Sales manager for radio and one for TV to be named by Mr. Leder and Mr. Reber, respectively.

Richard H. Close, currently Spot Sales Eastern Sales Manager for TV, to be named head of National Spot Sales Station Relations, another newly-created position.

Separated AM and TV units are to be set up within department's promotion unit, under manager for sales development, advertising and promotion, it was announced.

Separate radio and TV heads to be named for department's Hollywood and San Francisco offices, only ones where this divorcement has not already been effectuated. Other offices, in addition to New York, are in Chicago and Cleveland.

Messrs. Leder and Reber will report to Mr. McConnell as director of entire department, who reports to James M. Gaines, vice president for O&O stations. NBC Executive Vice President Charles R. Denny also has been taking increasingly active role in spot sales departmental activities.

National spot sales currently represents network's six owned radio stations and its five owned TV stations, plus General Electric's WGY and WRGB (TV) Schenectady, Westinghouse's WBZ-TV Boston, and Philco's WPTZ (TV) Philadelphia. Though department's radio and TV activities have been separated for some time at sales level, they have been conducted heretofore without separate national manager for each.

for more AT DEADLINE turn page

at deadline

APS TO DISTRIBUTE BRITANNICA FILMS FOR TV

ENTRY of Associated Program Service, transcribed library firm, into television field as TV distributor for Encyclopedia Britannica Films Inc.'s catalog of more than 500 educational motion pictures announced Friday [B•T, Dec. 24, 1951]. EB films, heretofore available to educational institutions, will be offered to TV advertisers and stations on "an intensive scale," with details of distribution plan to be made public shortly, announcement said.

Maurice B. Mitchell, APS vice president and general manager, said extensive revisions being made in film catalog of EB Films—which is under same ownership as Muzak, of which APS is one division—to adapt for TV use. He noted that these films originally were made "for relatively small-screen showings and, therefore, feature the attention to close-ups and other similar details so important in films that are to be seen on TV screens at home." They cover wide variety of fields, including history, travel, world affairs, economics, communications, medicine, literature, and sciences. In addition, EB films has acquired Films Inc. and Instructional Films, which have extensive catalogs of film shorts and features.

Field staff working out of APS New York headquarters will serve stations, and handling of films will be through EB Film exchanges. APS Sales Manager Edward Hochhauser Jr. will continue to direct sales activities in both radio and TV.

ANTELL DISPUTE TAKEN TO COURT

BREACH of contract suit was filed Friday in Baltimore on behalf of Richard Lewellen who, according to suit, claims that Charles Antell Inc., Baltimore, owes him money. Mr. Lewellen did transcribed and filmed 15-30 minute radio-TV commercials for Charles Antell Inc. products (hair preparations) in exchange for percentage of gross sales, according to Mr. Lewellen's attorney, Irving B. Grandberg, Baltimore. Suit asks for accounting of gross sales.

Reached in New York, Charles D. Kasher, president, Charles Antell Inc. and National Health Aids Inc., commented that his firm drew up suit Monday to enjoin Mr. Lewellen from making any TV films or commercials, thus holding him to Antell exclusive contract. According to Mr. Kasher, action took place in Supreme Court of New York and that papers were served Thursday.

AFRA, WGN INC. TALKS

EIGHTH arbitration session takes place today (Monday) between WGN Inc. Chicago and American Federation of Radio Artists regarding jurisdiction over television sound effects men. AFRA claims they are under its jurisdiction according to AFRA contract with WGN Inc. Station says contractual terms not being violated. These duties being handled now by three members of the International Alliance of Theatrical Stage Employes. Arbitration board includes former Cook County Circuit Judge Julius Miner, John F. Sullivan and Pierce Davis, professor of economics at the Illinois Institute of Technology.

In this Issue—

Twenty-six TV stations put on temporary licenses in FCC's first excursion into TV programming. Though most will probably have no trouble in getting regular renewals, observers feel the action shows that the FCC-TV broadcasters' honeymoon is over. *Page 23.*

The packagers of a special perfume packet are spraying money all over radio. They'll blow $700,000, their entire budget, on radio because radio results are "fantastic." *Page 23.*

In the new CBS Radio affiliates' contracts that the network is now circulating, there's a big hedge against futures in TV. A section would bind the AM affiliate to give CBS a "first refusal" deal for affiliation of any TV station the affiliate might eventually get. *Page 25.*

Around-the-clock operation of most if not all Class I clear channel stations is part of the interim alert plan for civil defense. These will be the powerful means of spreading the emergency word. *Page 30.*

There were 105.3 million radio sets in the country Jan. 1, a gain of 9.3 million in a year. And 57.5 million of them were secondary, portable or auto radios—those in places that TV doesn't reach. *Page 27.*

Sen. Taft is a hot campaigner on radio and television, but what would be the lot of the broadcaster if "Mr. Republican" got into the White House? Here's another part of a B•T study of the radio-TV views of leading Presidential candidates. *Page 26.*

NARTB combined boards meet next week in San Antonio to grapple with two major problems: how to cope with the membership battle that looms when BAB cuts its NARTB ties next April 1, and how to apply enforcement of the TV code which goes into effect March 1. *Page 28.*

FCC postpones theatre TV hearings from Feb. 25 to March 10 as new and knotty issues enter the picture. FCC intends to examine the whole problem before it's through. *Page 25.*

Series of pep talks for radio is given at BMI Clinic in New York. The essence of all of them: radio's the biggest, best, cheapest of all media, and nobody should be allowed to forget it. *Page 32.*

Upcoming

Feb. 5: House Interstate & Foreign Commerce Committee resumes consideration of S 658 (McFarland Bill) to amend the Communications Act of 1934. Closed session. Washington.

Feb. 5-7: Radio-Television Mfrs. Assn. midwinter conference, Roosevelt Hotel, New York.

Feb. 6: Senate Interstate & Foreign Commerce Committee hearing resumes on S 2444 to prohibit distilled spirits (hard liquor) on radio-TV. 10 a.m., Caucus Room, Senate Office Bldg., Washington.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

merger of American Research Bureau, Wa ington, and Coffin, Cooper & Clay, Los An les. Latter runs Tele-Que TV surveys, West Coast. Announcement, due next w will report ARB has taken over Tele-Que veys on West Coast, with Coffin, Cooper & C continuing in business as West Coast re sentatives of ARB, and market research j jects.

MOHAWK CARPETS, N. Y. (former big buyer), through Maxon Inc., N. Y., buying dio spot schedule to start Feb. 18 for 15 we in 100 markets, and TV spots, starting ea in March in 34 markets. Firm expected to another series of spot schedules in mid-Septe ber, thus appealing to spring and fall buye

U. S. DELEGATION, headed by Commissio Rosel H. Hyde, NARBA Chairman, quietly for Mexico City yesterday (Feb. 3) to disc possible changes in domestic TV allocati within border zone established in recent T agreement, but not involving changes in Me can border assignments. Sessions, probably take most of week, with Miguel Pereyra, rector General of Communications, and a may cover understanding between Mexico a U. S. on broadcast allocations since Mexi withdrew from our NARBA conference of l year. With Comr. Hyde will be Capt. Jo Cross, State Dept., Curtis Plummer, F Broadcast Bureau Chief, and James E. Ba Chief Aural Facilities Division.

PROCTER & GAMBLE Co., Cincinnati, throu Biow Co., N. Y., buying daytime radio spots 60 selected markets starting early in t month.

UPPER ECHELON of Liberty Broadcasti System considering recommendation that t notch administrator, preferably one with n work operating experience, be hired to organi LBS's mushrooming network.

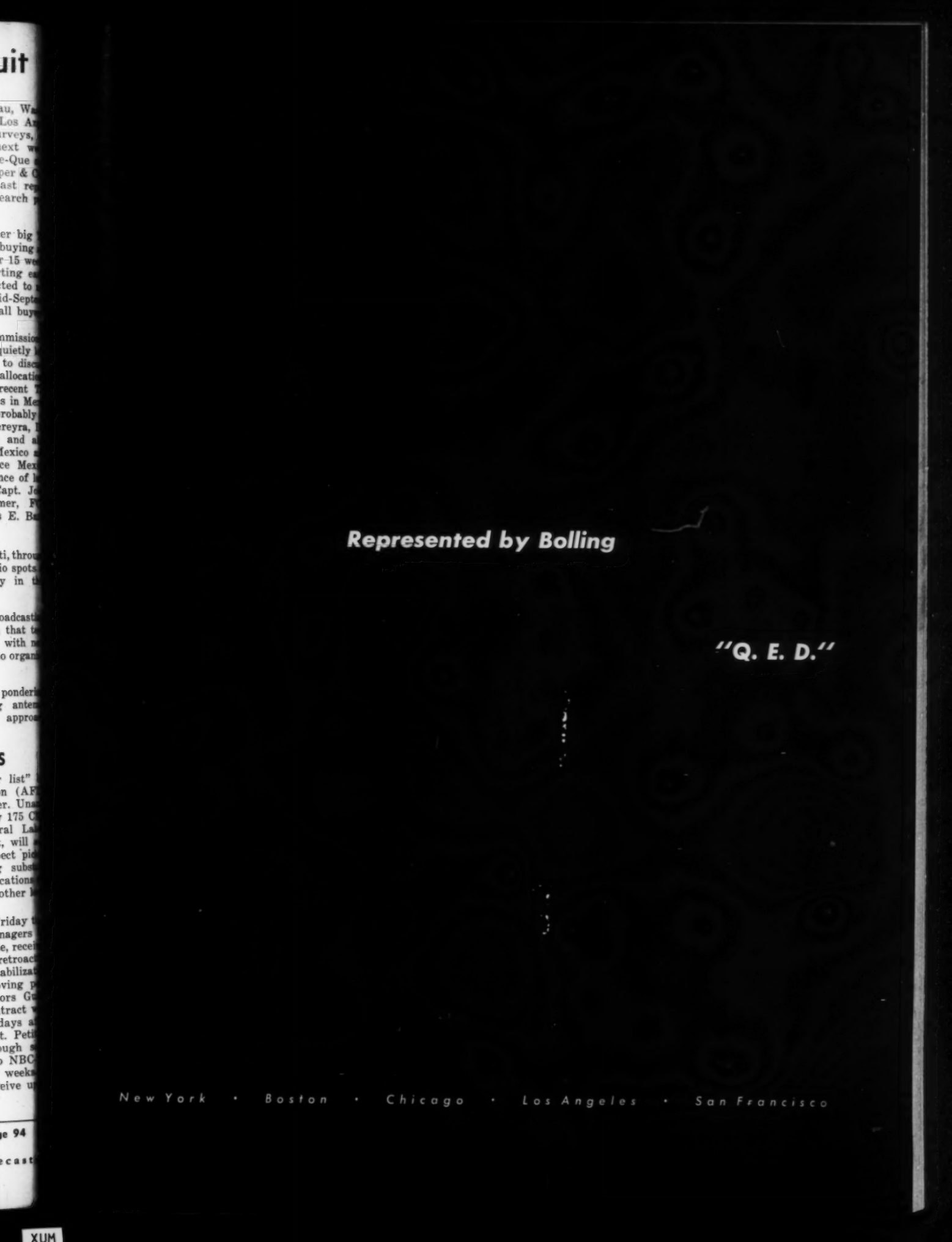
AT LEAST two TV applicants are ponderi data on 2,000-foot self-supporting anten towers despite chance they might approa million-dollar figure.

L. A. WAGE DIFFERENCES

CBS Hollywood placed on "unfair list" Office Employes International Union (AF who rejected 5% wage increase offer. Una mous strike vote taken Thursday by 175 C office workers. Los Angeles Central La Council, failing to bring settlement, will other CBS union employes to respect pic lines. OEIU reportedly demanding subst tial wage increases in 21 classifications bring salaries in line with those of other l industries.

Meanwhile, it was reported late Friday t some 25 directors and floor managers KNBH (TV) Hollywood, NBC affiliate, recei $15-$35 per week salary increases retroact to Dec. 1. Action followed Wage Stabilizat Board Reviewing Committee approving p tion of Radio & Television Directors Gu Hollywood local (AFL). RTDG contract w KNBH signed June 5, 1951, few days a WSB salary freeze went into effect. Peti for increases pending since. Although s affected station personnel shifted to NBC they too receive back pay for 60 weeks was estimated those affected to receive u $3,000 in back pay.

for more AT DEADLINE see page 94


Represented by Bolling
"Q. E. D."
New York • Boston • Chicago • Los Angeles • San Francisco

Advertisement

From where I sit
by Joe Marsh

They Do "Give A Hoot" For Easy

Easy Roberts finally got rid of the noisy pigeons that used to whoop it up under his eaves.

He must have tried a dozen ways to scare them off. But no matter what he did, they would be back cooing by his window the next morning.

Then Easy thought of an old stuffed owl he had in his attic. He propped it on the roof so's all the pigeons could see it. They left . . . and three hoot owls have taken their place. Easy swears the hooting is even worse than the cooing of the pigeons.

From where I sit, quite often a "bright idea" will turn out to be "not so bright" after all. That's why we should never be too cocksure of our ideas and opinions—but always try to keep an open mind. I believe a refreshing glass of beer is the best thirst-quencher—you may believe differently. But who's to say one's right and the other wrong? Let's just practice tolerance. It'll save a lot of hootin' and hollerin'.

Joe Marsh

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BROADCASTING
TELECASTING

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IN THIS BROADCASTING

DEPARTMENTS

Agency Beat	12
Aircasters	80
Allied Arts	89
Editorial	50
FCC Actions	82
FCC Roundup	91
Feature of Week	16
Front Office	52
New Business	14
On All Accounts	12
Open Mike	20
Our Respects to	50
Programs, Promotions, Premiums	90
Strictly Business	16
Upcoming	38

TELECASTING Starts on page 59

WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

To an advertiser interested in farm radio

Chuck Worcester, WMT's Farm Service Director, has a genuine respect for the Iowa farmer. He doesn't talk down to him, doesn't affect the bogus folksiness that passes for rustic charm everywhere except in the country. His talent for low-pressure visiting, fortified with first-hand knowledge of Iowa's complex agricultural problems, has earned him the kind of loyal following that means results for sponsors. For example:

• *Five minutes across the board* at 5:40 a.m. for A. Y. McDonald *in one week* developed 298 prospects for a $1500 water system. Cost: $10 a program or 20¢ per prospect.

• A *daily quarter hour farm show* for Myzon mineral supplements resulted in a standing monthly order for $3,500 worth with eight Sears Farm Stores.

• *Air announcements* for International Harvester's tractor clinic (to get farmers to have machinery serviced in the off-season) produced "good response" among Eastern Iowa dealers. The local dealer said he would have been delighted to service ten tractors; he handled eighty-five.

The notion that farmers listen only in the early morning and at noon is pure folklore. Chuck's announcements on Purina's A-time evening show brought 817 requests for booklets—ample proof that farmers were wide awake and listening.

We don't claim that these results are typical. We do claim—and know—that on a day-to-day basis WMT farm radio gets satisfying results, and occasionally spectacular results. Farm radio properly conceived, timed and executed is a fertile source of advertising results.

CEDAR RAPIDS WMT

5,000 WATTS 600 KC BASIC CBS RADIO NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Make Sales Grow in DOYLESTOWN...

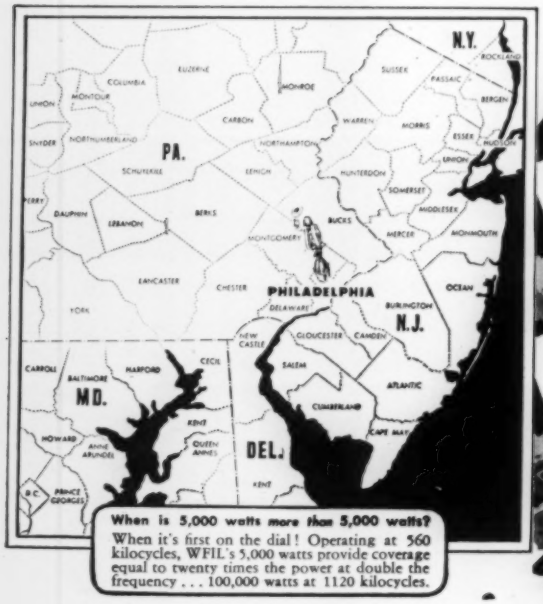
WFIL

Loyal Audience in Doylestown . . .

George Washington slept near Doylestown, but business is wide awake in this well-fixed, historic town. Someone is getting the benefit of Doylestown's $14,412,000 in retail sales, $6,236,000 in wholesale volume. That someone can be you. One way to include Doylestown's 5,236 inhabitants in your sales reckonings is to hit 'em where they buy the most—at home. The way to do it? Schedule WFIL, listened to regularly in 38 per cent of Doylestown radio-owning households where buying habits form.

. . . and the Whole 14-County Market

A point to remember about WFIL—it's a strong local station not only in Philadelphia but in Doylestown and all 147 "home markets" outside city limits where half of America's 3rd market lives and shops. BMB found WFIL's 5,000 watts outpull both 50,000 watts *and* local county stations in most of the 14-County Retail Trading Area. Remember, also, two out of three radio families consistently tune WFIL in this $6 billion market . . . and WFIL reaches to a huge bonus area beyond. Schedule WFIL.


N.Y.
PA.
MD.
DEL.
N.J.
PHILADELPHIA
When is 5,000 watts more than 5,000 watts?
When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency . . . 100,000 watts at 1120 kilocycles.

...and in All of America's 3rd Market

Philadelphia

MRS. R. O. HEIN, Housewife—Mrs. Hein typifies budget managers in Doylestown's 1,760 radio-owning households. They help buy food worth $2,578,000, apparel worth $723,000 and $591,000 in home furnishings.

LAWRENCE F. NYCE, Farm Supplier—Nyce's Supply Yards deal with Bucks County farmers who lead the nation in raising of 13 vegetable products. Farming employs more than 15 per cent of the county's population.

DOROTHY BARTLETT, Antique Dealer—Curio hunters flock to Doylestown and places like Mrs. Bartlett's Pennsylvania Crafts Co. General merchandise stores here sell $1,620,000 worth of goods every year.

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

The **plus** in

St. Louis Radio

is the

"St. Louis Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion . . . billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers... makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK St. Louis' ABC Station, 12th & Delmar, CHestnut 3700
630 KC • 5000 Watts • Full Time

Represented by John Blair & Co.

agency

ROBERT H. SCHMELZER, account executive, BBDO, L. A., transferred to N. Y. office to handle Trans-World Airlines account with **STANLEY G. MORTIMER Jr.**

EDWARD C. RYAN Jr., senior account executive, S. R. Leon Co., N. Y., elected vice president.

Mr. Ryan

ALFRED J. BRENNAN and **LOUIS F. OHLIGER** appointed assistant merchandising directors at Needham, Louis & Brorby, Chicago.

GENE EDWARD, assistant production manager, WOW Omaha, joins radio-TV department of Buchanan-Thomas Adv., same city.

RALPH R. DECKER, Federal Adv. Agency, N. Y., to Cecil & Presbrey, same city, as specialist in merchandising planning for food and drug accounts.

DAVID E. DIENER, copy chief, Monroe Greenthal Co., N. Y., named creative director.

on all accounts

SOME PEOPLE say that you can tell what a man is by a look at his library. If this is so, then the office shelves of Norman Hulburt Strouse are very revealing.

The top row, close at hand, and giving signs of being well and often used, is devoted to philosophy (Plutarch and Plato), to inspirational volumes (*Light From Many Lamps* and Maeterlinck), and many books of business psychology.

Just to show the human side of this J. Walter Thompson Co. vice president, manager of the Detroit office and account representative on the multi-million dollar Ford car account, right in the middle of all this important reading is a 25¢ Pocketbook mystery.

Born Nov. 4, 1906, at Olympia, Wash., Norm Strouse took a commercial course and went right from high school to a position as secretary to the State Director of Licenses. His boss was convinced that he couldn't be held by local opportunities, so he urged him to look for a better job in a larger city.

Answering a blind ad in 1925 brought Mr. Strouse to the post of confidential secretary to the advertising director of the *Seattle Post-Intelligencer*. His duties broadened and four years later he was an assistant national advertising manager.

At this point he transferred to JWT in San Francisco as assistant space buyer. In 1931 he rejoined Hearst to sell space for the next two years.

With experience on both sides of the media buying desk, Mr. Strouse is an enthusiastic booster for time and space representatives.

"If a man were appointed media buyer out of a clear blue sky, he could learn his business well just by listening to space and time salesmen. I sometimes think many of the best ideas agencies take credit for come directly from salesmen calling on them," he says.

Mr. STROUSE

Out of Mr. Strouse's 25 years of media experience have come three strong beliefs, mostly through the influence of JWT's dean of media men, George Pearson of Chicago. They are:

1. The representative is entitled to the same dignity and consideration as any important visitor to your office. "Where else can you get the information you must have to do a good media job?"

2. The media department is the best public relations contact an agency can have. There's no use soliciting new business if you

(Continued on page 58)

beat

JOHN H. HOSCH Jr., vice president, J. Walter Thompson Co., N. Y., has accepted position as co-chairman of advertising division of 1952 Legal Aid Society fund-raising campaign.

PAUL KURTZ, NBC Chicago, to Malcolm-Howard Adv., same city, as film director.

JOHN F. CONNORS, promotion manager, KLZ Denver, to Bob Betts Adv., same city, as account executive.

JOSEPH MENDELL RUSSAKOFF, president, Vanguard Adv., N. Y., to teach 15 week course at Hunter College, N. Y., commencing Feb. 19 on "Introduction to Advertising."

GRISWOLD-ESHLEMAN Co., Cleveland and Louisville, opens new office in Nashville. **DONALD McDONALD**, Louisville manager, elevated to vice president.

Mr. McDonald

ROSS METZGER, vice president of Ruthrauff & Ryan, Chicago, named chairman of allied art industries division for the 1952 drive of the Chicago Heart Assn.

LEO BURNETT has moved its New York office to 677 Fifth Ave. New phone is Murray Hill 8-9480.

BOZELL & JACOBS, Omaha, and **ROSS Adv.**, St. Louis, elected to membership in American Assn. of Advertising Agencies.

BETTERIDGE & Co., Detroit, opens offices in Toronto at 107 Jarvis St. to service Gross Machinery Co., J. H. Baruch Ltd. and National Knitting Mills.

J. GRIFFITH RENSEL, partner in Weightman Agency, Phila., to Lohmeyer-Adeleman Inc. as vice president and account executive.

CHARLES A. FELD, advertising manager of White Rock Corp., N. Y., (sparkling water), to Cecil & Presbrey, same city, as associate merchandising director specializing in agency package goods accounts.

Mr. Feld

WILLIAM E. McDONALD, assistant manager of Atherton & Currier, Toronto, appointed vice president and general manager of agency's Canadian office.

EDWIN S. REYNOLDS, TV program director for National Collegiate Athletic Assn.'s 1951 experimental plan, joins radio-TV department of Fletcher D. Richards Inc., N. Y.

CARSON, ROBERTS Inc., is new name of Murray, Dymock, Carson Inc., headquartered at 8811 Alden Drive. **RALPH CARSON** is president and **JACK ROBERTS** vice president.

HOWARD ALBER appointed director of creative arts at Weightman Inc., Phila. **LAWRENCE CASEY** has been added to agency's public relations staff.

KEEGAN ADV., Birmingham, Ala., elected to membership in American Assn. of Advertising Agencies.

AL MAESCHER, account executive with Oakleigh French & Assoc., St. Louis, named vice president and account executive at Olian Adv. Co., same city.

JULES LENNARD, sales promotion manager, Block Drug Co., Jersey City, N. J., to Emil Mogul Co., N. Y., as director of merchandising to coordinate agency's activities in the package goods field.

ROBBINS MILBANK, vice president and creative supervisor, McCann-Erickson, S.F., takes one year leave of absence after more than 20 years with agency.

ROBERT WURTZ, copy chief and account executive with Rhoades & Davis, S.F., resigns. Future plans are unannounced.

ON THE WASHINGTON SCREEN

Milton Q. Ford

joins WMAL-TV in a new variety show featuring—

Richard!

11:05 to midnight
Monday thru Friday

Yes it's the new Milton Q. Ford Show—
a breezy, fast moving variety offering
starring Milton and his parrot,
with bits by the "Ford Frolickers" who will enact
by pantomime or dance sequences
the hit recordings that Milton Q. will play:
Film vignettes of favorite stars plus contests for
the participating audience will add
fun for the fans and SALES for YOU!
One minute participations available.

Call or Wire the KATZ AGENCY, Inc.

WMAL WMAL-TV WMAL-FM

The Evening Star Stations, Washington, D. C.

MR. SPONSOR:

Here's the Show That Sells the Ladies!

New Orleans' Favorite Morning Show for Women

- Never underestimate the power of "Women's Club" to influence the feminine audience. This mid-morning show —presided over by Joyce Smith—features guest personalities, fashion and food hints, plus other items of interest in the world of women. It's the "perfect combination" for Spot Participation.

- Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC

new business

Spot • • •

WHITNEY & Co., Seattle, (canned salmon), to use radio and TV spots in four test markets to promote newly created "family brand" label on four varieties of canned salmon. Test cities are Omaha, Louisville, Huntington, W. Va., and Evansville, Ind. Agency: The Burke Co., Seattle.

LINCOLN-MERCURY [B•T, Jan. 27] has purchased what is believed to be the largest concentrated promotion in history of Providence radio. Order calls for 192 minute announcements in 14 days on WHIM Providence. Total billing is $1,382.40. Agency: Kenyon & Eckhardt, N. Y.

BRISTOL-MYERS, N. Y. (Vitalis Hair Tonic and Bufferin), to sponsor two INS Telenews sports films, *This Week in Sports* and *Telenews Sports Extra*, in 31 TV markets. Both reels also are carried in 20 additional TV markets under local sponsorship. Agency: Doherty, Clifford & Shenfield, N. Y.

SEEMAN BROS., N. Y. (White Rose Tea), launches TV spot campaign on WNBT (TV) and WCBS-TV New York in addition to radio news programs on WCBS and WNBC New York. Agency: J. D. Tarcher & Co., N. Y.

S. C. JOHNSON & Son, Brantford, Ont. (waxes), inaugurates spot announcement campaign twice daily five days weekly on 14 Quebec French-language stations and weekly half-hour transcribed *Bright Star* for 26 weeks on 35 Canadian stations. Agency: Needman, Louis & Brorby, Toronto.

IMPERIAL TOBACCO Ltd., Montreal (Players cigarettes), has started transcribed *Bold Venture* for 17 weeks on 39 Canadian stations. Agency: McKim Adv., Montreal.

Network • • •

ADMIRAL Corp., Chicago, to sponsor *World News With Robert Trout* on CBS Radio, Sun., 5:30-5:55 p.m. EST, starting Feb. 17 [B•T, Jan. 14]. Broadcasts will feature reports from foreign and domestic correspondents plus interviews by Mr. Trout with one newsman to be flown to New York for that purpose. Agency: Erwin, Wasey & Co., N. Y.

HUDSON PULP & PAPER Co., N. Y., to sponsor Thurs. segment of *Bride and Groom* which moves from current afternoon time at 2:45-3 to 10:30-10:45 a.m. EST, Mon. through Fri., effective today [B•T, Jan. 28]. Agency: Duane Jones Co., N. Y. **GENERAL MILLS**, Minneapolis, to sponsor program on Mon., Tues., Wed. and Fri. Agencies: Dancer-Fitzgerald-Sample and Knox Reeves Adv., N. Y.

TEXAS Co., N. Y., extends sponsorship of Metropolitan Opera broadcasts each Saturday over ABC radio for 18 to 20 week period. Agency: Kudner Inc., N. Y.

AMERICAN CHICLE Co., Long Island City, N. Y. (Dentyne, Chiclets and Beeman's gum), renews sponsorship of one minute participation in *Stop the Music* over ABC radio network, Sun. 8-9 p.m. EST, for 17 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Agency Appointments • • •

INTER-STATE MILK PRODUCERS COOPERATIVE Inc., Phila., and **GIANT FOOD DEPT. STORES**, Washington, name Lamb & Keen, Phila.

OWL DRUG Co., L. A. (division of Rexall), with retail stores in five western states, appoints Milton Weinberg Adv. Co., L. A.

ZIEHLER BROS., Phila. (Weather King batteries), names Weightman Inc., same city.

U. S. TIME Corp., Waterbury, Conn., appoints Hirshon-Garfield, N. Y. for Timex and Ingersoll watches.

MARLON CONFECTIONS Corp. (Milk Chocolate Teens) appoints Zlowe Co., N. Y., for special TV and merchandising campaign. Bernard Jay Shaw is account executive.

AMERICAN LUGGAGE WORKS, N. Y., appoints Dowd, Redfield & Johnston, same city, and John C. Dowd Inc., Boston.

MESSRS. NIELSEN AND HOOPER.....

We Can't Halve Our Cake And Eat, Too!

It's time for the umpire to give radio its total count. The coincidental gives us the truth. We want nothing but the truth, but we want the whole *truth!*

In May, 1950, we first went to bat calling for one umpire behind the plate. With two different methods (coincidental and aided recall) both supposedly doing the same thing—counting listeners—and with these two methods providing conflicting figures, only one method, the more accurate one, was entitled to survive.

The voice of the industry is crystal clear. Networks rely on the coincidental. Advertisers and agencies are demanding the greatest possible accuracy. Let me repeat, I've yet to hear from, or to talk with one research authority who fails to support the coincidental as the most accurate method for counting listeners.

Ratings (and don't let anyone kid us) are here to stay. This accurate measurement has provided a standard of research never before attained by any other medium. Those who don't agree, or are fearful of what ratings might disclose should not lose sight of one simple fact—*Buyers of time will continue to insist that radio provide accurate rating figures.*

MESSRS. NIELSEN AND HOOPER, *you've given us the right method, but you haven't given us enough.* Here's what the folks in every walk of advertising life—broadcasters, advertising managers, time buyers, research people, account executives, station representatives—tell me they want:

1. **A report on the use of every radio in the home.**
2. **Authentic figures on out-of-the-home listening.**
   a. **Coincidental measurement of car audience, with each "car rating" accompanied by estimates of number of cars listening in surveyed area.**
   b. **Reliable figures for each station by portable radios, taverns, barber shops, and other listening in surveyed area.**
3. **Periodic reports on who is listening—composition of audience reports on both home and out-of-the-home audience.**
4. **"Open house" on the part of the surveyors. An invitation to a representative industry inspection committee to observe use of all measurement techniques—size of samples, tabulation procedures, supervision of interviewers, and to report observations to subscribing buyers and sellers.**

And we want *now* a correction of an injustice to radio that we sort of overlooked while our precocious contemporary—TV—was growing up. *The Industry wants Radio and TV ratings on a direct comparable base of total random homes, not just TV homes.* TV is being sold, and rightly so, to reach mass audience, not just those in TV homes. *Rating figures for both radio and TV should obviously have the same base—total homes.*

No longer can we halve our cake and eat it. We want you fellows to find and report on the *whole* audience. Radio Stays with people wherever they go—and people don't stay home all the time, not by a long shot.

The above summarizes what people—important people in our Industry—have to say. Messrs. Nielsen and Hooper, what do *you* say?

Stanley G. Breyer

KJBS BROADCASTERS
1470 Pine Street
San Francisco 9, California

P.S. Want to know how we at KJBS feel about these ads we've been running on the problem of research? It's simply this. Radio provides us and our families with a darned good life and we owe considerable in return. We felt the rating mess called for action—that something had to be done. It now seems that all of you felt pretty much the same way, for which we're grateful .....

P.P.S. With less confusion about who's umpire, how about someone else carrying the ball.

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

—King Features Syndicate Photo

HANDICAPPED students at Institute of Physical Medicine and Rehabilitation, New York U. Bellevue Medical Center, watch another lesson. Teacher has just finished reviewing a previous video lesson and nurse stands by.

* * *

WPIX (TV) New York was in the happy position Friday of telecasting the results of its *Living Blackboard* educational series: 14 handicapped high school students received their high school diplomas, earned partly through video instruction, in a ceremony telecast from WPIX studios—first ever on television.

At the same time, another 14 children who received part of their education via television but who were unable to attend their own commencement exercises, received their diplomas at home from principals of high schools in their neighborhoods.

Frederic Ernst, deputy superintendent of New York City schools, who awarded diplomas at the stu-

(Continued on page 56)

Wilkes Barre's Reliable EARWay*

If You Want Coverage That Counts...

. . you want and need WBRE in this unusual 500,000 population market. Yes, other stations have more power . . . but WBRE has the programming power that produces profits for the advertiser.

*** EARWAY . . . means listening power! Conlan shows that more people listen to WBRE more consistently than to any other station in the Wilkes-Barre trading area.**

WBRE

WILKES-BARRE PENNSYLVANIA

AM-FM AFFILIATE

strictly business

JOHN W. DAVIS

A THIRD-GENERATION advertising man, John W. (Jack) Davis, Chicago manager of Blair-TV Inc., has been steeped in business and finance since he was born. His father was western advertising manager of the *Literary Digest* and his grandfather published a women's magazine. Radio and television, however, didn't enter the picture in his frame of life until he was 26.

That was in 1941, when he replaced a Phi Kappa Psi fraternity brother on the sales staff of Headley-Reed Co., station representative firm in Chicago.

His first sales job helped him through commerce school at Northwestern U., from which he was graduated in 1936. His first post-college work was in sales promotion at an investment house en route to becoming a broker. A friend hand-picked him and nine other men three years later to become specialists in an estate counsel business, in which they were required also to attend classes in planning futures for large estates.

"I *really* learned the value of a buck, however, in radio and television," Mr. Davis admits. He

(Continued on page 54)

World-Famous Pee Wee King Available on WAVE—In Person!

You know Pee Wee King and his Band (featuring Redd Stewart) as one of the *top* broadcasting and recording organizations in America.
Pee Wee is author of several recent Hit Parade tunes—is the biggest audience-getter and sales-builder in the Louisville area—is now sponsored three hours a week on WAVE and half an hour a week on WAVE-TV.

Maybe you saw him on Gulf Oil's big TV show "We The People" on January 4. If so, you know what an amazing personality he is.

Well, Pee Wee and his Band are now available for *more* live shows on WAVE and WAVE-TV. There's nothing hotter in all America—no market that better warrants his talents.

Ask Free & Peters for time and talent costs. But better do it *fast!*

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

Here we go again!

"March 15th, Tax Day, is around the corner . . . and here I am, wrestling with Form 1040 again! You, too, I'll bet.

"Sure, I gripe about it *every* year. Who doesn't? It's like yelling at the umpire. Or beefing about the weather. That's our privilege!

"*But this year's taxes really hurt.* Now don't get me wrong . . . I *believe* in taxes. Can't run a government without taxes. And when it comes to our government spending money *honestly and efficiently* for Defense, Freedom or Good Government . . . it can have the shirt off my back.

"But down at the Republic plant I work hard for my dough. And, naturally, I get burned up when I read about a lot of money being spent *foolishly* by our government. That, of course, goes for all levels of government . . . federal, state, county and local. They're *all* run on our tax money . . . yours and mine.

"And when I say 'our' tax money, it reminds me that *companies* groan about taxes, too. *They've* got 'living expenses' same as we do, and taxes take an even bigger bite out of their income than they do out of ours.

"What's left of *our* pay, we call savings. What's left of a *company's* 'pay', is called profits. It is profits that create new jobs by improving and expanding industry. Without company profits, a lot of us citizens would *lose* our jobs.

"To get back to this business of *spending* . . . my wife runs our home with simple, sensible day-by-day economy. And so do my neighbors' wives. So does any well-managed business. So why shouldn't our government . . . national, state, county and local . . . practice that same common-sense economy, too? With, I repeat, *our* hard-earned dough!"

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose vast Railroad Industry is unsurpassed. *And through railroading, Republic serves America.* Republic steel goes into track bolts and spikes . . . and into powerful locomotives that thunder over the tracks. Republic's famed Enduro Stainless Steel is found, inside and out, on gleaming streamliners that crisscross the nation. And in roundhouses and repair shops, tools and machines made of Republic steel help keep America's rolling stock rolling, come peace *or* war.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

WLOF, ORLANDO, Florida IS NOW TOP HOOPER STATION ALL DAY ON SATURDAYS AND SUNDAYS

— *ALSO* —

WLOF IS TOP HOOPER STATION

Monday thru Friday

with following quarter hours

3:45 to 4:00 PM
4:00 to 4:15 PM
4:15 to 4:30 PM
4:30 to 4:45 PM
5:30 to 5:45 PM
5:45 to 6:00 PM
10:30 to 10:45 PM
7:15 to 7:30 AM (*)
6:15 to 6:30 PM (**)

(*) First-Place Tie
(**) Strong Second Place

Hooper Study October-November, 1951

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

XUM

open mike

Thank-You Note

EDITOR:

Please accept the thanks of another Red Feather volunteer for the fine support you gave to the Community Chest campaigns in your publication last fall.

The total amount contributed during the campaign is 15% greater than in 1950, and represents the largest amount ever raised in the history of the Community Chest, exceeding even the war time drives . . .

H. J. Heinz II,
National Chairman,
United Red Feather Campaigns of America

* * *

Nine Happy Years

EDITOR:

The story on page 24 of the Jan. 21 edition of BROADCASTING • TELECASTING pertaining to my recent departure from the Fort Industry Co., was, in general, technically correct, but inferentially it cast a shadow upon my resignation which was somewhat uncomplimentary.

I'm quite sure that the company, in releasing this bit of trade news, and you, in publishing it, did not intend to reflect upon me adversely.

Specifically, my departure was brought about by my unwillingness to accept a revised bonus plan.

Incidentally, my leaving did not change my feelings toward the Fort Industry Co. George Storer and his associates are great people to work for and I have nothing but the highest praise, admiration and respect for them after nine happy years.

James E. Bailey,
Former Manager,
WAGA-AM-FM-TV,
Atlanta, Ga.

* * *

Meandering Mails

EDITOR:

I prize our subscription to BROADCASTING • TELECASTING most highly and depend upon it to keep me informed of the goings on about the television business. Of late, however, the magazine instead of arriving on the usual Mondays or Tuesdays is getting here on Thursdays and even Fridays.

I wonder if the United States mails are at fault or whether you haven't been able to get it out in time for its usual mailing date.

George Storer Jr.
Managing Director
KEYL (TV) San Antonio

[EDITOR'S NOTE: It's the Post Office fumbling, not ours. We haven't missed a press deadline in years.]

* * *

Correspondence Invited

EDITOR:

For one of my lectures here in the "Radio and TV Continuity Writing" course, I'm using some information on the origin of the use of the telephone in radio quizzes played between the emcee in the studio and the listener at home.

I'm sure if you print this in your letter column that I can get a great deal of information from various stations as to the date first used on the station, kinds of quizzes, types of prizes first used, audience reaction, etc.

I'd be most interested in any information that the American broadcasting stations would care to pass along. . . .

Larry Kurtze
Medill School of Journalism
Northwestern U.
Chicago

* * *

Oh, P'shaw

EDITOR:

. . . All of us at KNX are great boosters of yours and we look upon your estimable book as second in importance around the joint only to our rate card.

W. D. Shaw,
General Manager,
KNX Los Angeles

* * *

Rebuttal

EDITOR:

As chairman of the Fair Television Practices Committee, I would like to comment on the letter of Ted Leitzell of the Zenith Radio Corp. of Chicago which appeared in your "Open Mike" column of Jan. 28.

Mr. Leitzell's letter employs your editorial of Jan. 14 entitled "Phonevisionaries" as a springboard from which to take off in favor of subscription television.

This is neither the time nor place to enter upon a detailed discussion of the merits of the issue. The importance of the question, however, makes it imperative that at least some of Mr. Leitzell's fallacious reasoning be exposed.

Mr. Leitzell says, "Poll after poll has shown that a substantial majority of the public is willing to pay for better programs than can offer it supported by advertisers alone. . . ."

Putting aside the fact that polls must be carefully scrutinized before their results can be accepted

(Continued on page 81)

Another
BLUE RIBBON ACHIEVEMENT
KFAB's News Department has made many achievements, but none more important than the satisfaction of gathering, writing and announcing 17 newscasts every 24 hours that—MOST-LISTENED-TO NEWSCASTS in the Midwest Empire. Sponsors' messages profit by these DAILY ACHIEVEMENTS of the KFAB newsroom. More facts on how you can achieve greater sales in the Midwest Empire will be mailed to you on request. Address: Harry Burke, General Manager; or contact Free & Peters.
THE MIDWEST-EMPIRE SERVED BEST BY KFAB
SO. DAK.
MINN.
NEBRASKA
IOWA
COLO.
KANSAS
THE MIDWEST-EMPIRE STATION
KFAB
50000 WATTS OMAHA CBS RADIO
THE BIG STATION WITH THE BIG SHOWS
FIRST PLACE

...the rating fuss?

Mr. Stanley G. Breyer
1470 Pine Street
San Francisco 9, California

Dear Stan,

In a BROADCASTING ad of January 14 you asked for comments regarding what you call "the rating fuss." I gather that you are a staunch Hooper proponent, opposed to Pulse and all other measurements.

I've subscribed to both Hooper and Pulse, individually and together. Both have been pretty good to KROW. Fact is, we usually deliver more listeners per dollar than anyone around here. So I can't be called a sorehead.

But I can't put much stock in any rating. They're interesting for checking audience trends, but **there has never been a rating that accurately tells you how many people are listening to your station.**

Certainly I don't expect any two rating services to come up with the same answers. With different methods, different sample areas, different sample size and other differences, it can't happen. One has to decide, with the evidence at hand, which he thinks is most accurate and make a choice; or draw conclusions from a combination of both ratings.

Take Hooper for instance. The last rating I bought from him showed him **interviewing less than one listener per ¼-hour (per day).** From that he expects me to know what 3 million people are hearing on 11 Oakland and San Francisco stations.

Can I honestly take this "evidence" to a buyer of time as proof that he should buy KROW?

Or take Pulse. On a little lab study of the aided roster recall method, we found a **4% margin of error.** Roslow's system has its drawbacks, but it seems to make more sense in size of sample, area covered, sensitivity to program changes and other comparisons.

I agree that one standard rating service, accepted by all parties, is preferable to the current claim and counter-claim picture. But that service would have to be far superior to either Hooper's "coincidental" or Pulse's "roster recall" before we could lean heavily upon it.

Certainly ratings are a part of the radio story, but radiomen who base their whole case on ratings, whether Pulse, Hooper or the "research" department of Beetle Hill college, are selling their medium short. And I know many timebuyers who are now looking beyond the shallow rating story to the more accurate yardstick of the station's selling record.

A group of our big retail merchants and ad agencies have been checking dollar-for-dollar results of KROW against other stations, newspapers, TV and other media.

In every test **KROW has sold more merchandise per dollar than any other medium**—running as high as five to one!

I suggest that stations, agencies and advertisers take a closer look at their real job—selling merchandise.

We're spending too much time bickering about "the rating fuss" and too little time in showing advertisers how we sell more merchandise for less money than any other medium.

As a station manager who has tried it, I can tell you that it has accounted for a **52% increase in our business in the last 24 months** and we're still climbing. I hear that this is better than some stations which spend their time sniping at other stations and their ratings.

In this market KROW, KCBS, KFRC, KSAN, KSFO KVSM and KYA subscribe to Pulse. The station managers to whom I've talked take it because **they believe Pulse the most accurate survey in this market.** I have no quarrel with your subscribing to Hooper, if you believe in it. But why take two-page ads to grind his axe and tell the rest of us we're stupid?

If you or anyone will come up with a rating service more accurate than those available, I'll be glad to subscribe with you. **In the meantime I'm taking ratings for what they are—indicative of trends but conclusive proof of nothing. And I'm selling radio's terrific sales results, particularly KROW's.**

Sincerely yours,

Alan L. Torbet

Alan L. Torbet, General Manager

KROW, Inc.
Radio Center Building
464 19th Street
Oakland 12, California

Serving the Oakland-San Francisco Bay Area Since 1925

A small PRESENTATION of BIG NEWS in spot radio

The new GROUP STATION PLAN offers special discounts, ranging up to 20%, to advertisers using a minimum of 7 station breaks a week, per station, on 3 or more Westinghouse radio stations.

This plan may be your answer to the problem of increasing coverage without increasing costs. Details are outlined in this little folder. If you haven't a copy, we'll be glad to send you one. Or, better still, get a full explanation in person from a sales representative of any Westinghouse station, or from Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

SERVING 25 MILLION

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING

VOL. 42, No. 5 FEBRUARY 4, 1952

FCC QUERIES PROGRAMMING

In 26 Temporary TV Renewals

IN ITS FIRST foray into TV programming, the FCC last week issued temporary license renewals to 26 of 78 TV stations whose authorizations were scheduled to expire Feb. 1. The 26 stations were given extensions temporarily until May 1.

Action was announced last Thursday—just 24 hours before expiration of the licenses. The Commission, because of the deadline, interrupted its consideration of the new overall TV allocations to expedite the renewal considerations and, in the process, issued regular one-year extensions to the remaining 52 licensed stations of the 108 now on the air.

While no formal reason was given for the temporary renewals, FCC Chairman Wayne Coy told BROADCASTING • TELECASTING last Thursday that the bulk of those receiving limited authorizations had failed to show any educational or religious programming whatever in their applications for renewal which covered a "composite week" of programming in 1951.

He said it was incomprehensible to him that a station could serve the public interest without providing some religious or educational programming.

Clear-Up Predicted

It was confidently predicted that perhaps 80 to 90% of the "temporaries" would be cleared up by correspondence largely on a showing that there were oversights in filling out the composite week forms. Spot checks with a number of stations made by BROADCASTING • TELECASTING following the Commission's action indicated that in practically every instance, stations have added educational or religious programs since their renewal applications were filed, or that during the particular week, they had failed properly to identify such programs in the public service category.

Chairman Coy made the motion to issue the "temporaries." He felt there was no stigma involved. He observed that if the definitions of public service programs in these categories are too narrow in the judgement of any licensees, then they should petition the FCC. He recalled that six years ago, while he manager the *Washington Post* radio stations, (WINX-AM-FM) he was chairman of an industry committee collaborating with the Budget Bureau on drafting of appropriate forms for the FCC. These forms, he pointed out, were geared toward radio and some question may arise as to whether they are adequate for television.

Members of the Commission emphasized that there were no problems of over-commercialization involved in the Commission's consideration of the renewals. They disclaimed any intention of heading toward a "Blue Book" in TV programming.

Warning To Telecasters

Nonetheless, most Washington observers felt that the actions were a warning to telecasters that the honeymoon (with the FCC) is over, that from now on, TV management is going to have to follow more carefully the Commission's policies on programming —in commercial and sustaining time as well as program categories.

A year ago, when the FCC issued renewals to all of the then licensed TV stations for the regular one-year period, it simultaneously announced that it planned to call a general conference on the matter of TV station operations in the public interest. No firm date was set, however. This came at a time when there was considerable criticism of plunging necklines and other purported excesses in programming. Subsequently the NARTB promulgated its Standards of Practice to cover TV.

FOR FCC's official notice announcing renewal of license for 52 TV stations and temporary extension for 26 video outlets, see page 61.

Asked regarding this projected conference, Chairman Coy said that after the conclusion of activity involving the thawing of the TV freeze is behind it, the Commission may decide to hold a general conference to "talk over" what constitutes the public interest in TV.

It was learned that among those stations cited in some instances, there were adequate showings in educational broadcasting but none in religion. In this sphere fell WGN-TV Chicago, which made a 10% (far better than average) showing in education but showed a "zero" in religion. WTOP-TV Washington made no showing on religion, it was learned, though it since has added religious programming. The same was understood to be true of a number of other stations listed.

Singled out for commendation on programming in both fields were such stations as the Cox TV properties (WSB-TV Atlanta, and WHIO-TV Dayton), WWJ-TV Detroit and KRLD-TV Dallas. These were specifically mentioned by one member of the Commission as providing what appeared to be excellent program balance.

While the FCC based its actions on information supplied for the composite week of 1951, it also had before it data on some of the stations which had operated in 1950, but the notices were based on the 1951 reports.

It was made clear that the Com-

(Continued on page 61)

PERFUMERS BARRAGE

Using Radio Alone

By FLORENCE SMALL

IN a thumping response to the "fantastic" draw of radio over other attempted media, Perfume Sales Co. (packet of 20 assorted perfumes made by leading perfumers) through its agency, Rand Advertising, is plunging its entire budget—$700,000 (for time alone) —into a unique radio promotion campaign.

Involving special "Flying Squad," saturation kickoff programming and an intensive seven-week follow-up using 5, 10, and 15-minute shows in selected localities, the campaign will continue for the next 10 months and will eventually encompass 308 stations. And "if sales continue as successfully as they have been doing," Selig Alkon, vice president and comptroller of the Rand agency, told BROADCASTING • TELECASTING last week, "the budget and coverage will definitely be increased."

"The radio results have been fantastic," explained Mr. Alkon. "Why, in such stations as WWDC Washington, we pulled 3,000 calls in one day. Using Buffalo's six stations, a record of 17,000 calls was totalled in one day."

In the next few weeks, Perfume Sales will start its "week-end saturation" policy in the following markets: New Orleans, Texas, Detroit, Seattle, and California, in the order named. Specific cities in Texas and California are currently being decided upon.

Alert To Criticism

Alert to the recent criticism reported in BROADCASTING • TELECASTING by stations who have suffered as a result of hit-and-run policies exercised by some agencies in behalf of certain Christmas products, Mr. Alkon observed that "our client has prepaid for all radio time contracted," and "that the agency will pay each station within 10 days after receipt of bill."

The specific details of the Flying Squad promotion work as follows:

The local campaign always originates on a weekend with powerhouse concentration on Saturday and Sunday, followed by seven weeks of intensive followup.

The firm has established eight road units, each including its own announcer, producer and switchboard supervisor, which tour the markets as they open up to the advertiser. The specially-schooled announcer does the commercials live, usually on transcribed musical programs. In some instances news shows are used and a few participation local shows. The special telephone supervisor establishes a switchboard operation with at least 20 lines and instructs the local operators in the expeditious handling of incoming calls.

Perfume Sales last year used a few TV test campaigns in some major cities such as Chicago, Boston, New York, and Philadelphia, but the results were negligible. As a result beginning with the first of the year, the entire budget was placed in radio. The best time pulls have been early 7 to 9 a.m. on weekdays. From 4 to 6 p.m. Saturday and Sunday morning from 9 to 11 a.m. are now proving profitable.

The product itself is a packet

(Continued on page 24)

AMERICAN RAZOR

Buys 12 Skelton Shows

AMERICAN Safety Razor Corp.'s purchase of 12 broadcasts of the *Red Skelton Show*, CBS Radio's one-time-or-more sales offering, was announced last week by John J. Karol, network vice president in charge of sales.

Full 52-week renewals of two half-hour radio shows by Longines-Wittnauer Watch Co.—*Longines Symphonette* (Sun., 2-2:30 p.m. EST) and *Wittnauer Choraliers* (Sun., 10:30-11 p.m. EST)—also were disclosed.

Both the American Safety Razor Corp.'s purchase and the watch company's renewals were first reported to sales officials at a closed sales clinic conducted by CBS Radio and attended by top network district sales managers in New York the preceding Saturday (January 26).

The razor company, on behalf of its Blue Star and Treet Blades, will sponsor six consecutive broadcasts of the Skelton program (Wed. 9-9:30 p.m. EST), starting Feb. 13, and then will sponsor the next six on an alternate-week basis. Under CBS Radio's sales plan for the Skelton program, it is offered at a gross cost of $23,500 per show for both time and talent. Agency for the razor firm is BBDO, New York.

Agency for Longines-Wittnauer is Victor A. Bennett Co., New York.

Perfumers Barrage

(Continued from page 23)

composed of 20 vials of the products of such leading perfume manufacturers as Elizabeth Arden, Harriet Hubbard Ayer, Renoir, Tussy, Herb Farm, etc. One vial contains enough for one application. The entire packet sells for $2.00 including taxes. The firm feels that perfume appeals to the working girl and that radio reaches this segment of the population most effectively. The advantage of buying the combined packet is to give the woman a chance to have her choice of expensive perfumes without buying the large regular bottles. After using the packet and discovering a favorite brand the customer can then buy the large bottle in the regular manner. The latter fact evidently was the basis upon which the Perfume Sales Co. was able to sell the famous perfumers on the use of their products.

On Aug. 30, 1951, the first radio test was launched in Pittsburgh, normally one of the least promising perfume sales markets. Sales soared so rapidly that within the next two weeks time was bought on at least 100 radio stations.

About 90% of the orders placed for the product by listeners come by telephone and the rest by mail. Of all orders taken, only one-half of one per cent are returned in refusals.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"She was sent by DuMont. There's nothing like being in a one-station market with the political conventions coming up."

SUPER SALES PLAN

CBS Radio Announces

MERCHANDISING offer guaranteeing feature displays in more than 4,200 A&P stores was circulated to grocery products advertisers last week by CBS Radio [CLOSED CIRCUIT, Jan. 28].

Known as "Super Sales Plan," the offer links merchandising displays in the A&P stores with participations in the network's Friday night *Musicland USA* program (Fri., 9-10 p.m. EST). The cost: $9,400 per advertiser per week.

Participation is limited to six non-competitive grocery products at the outset, and will be set in motion when as many as three have been signed. CBS Radio officials said late last week they were pleased with interest already indicated by advertisers and agencies, though no sales had yet been completed.

There was no indication what the A&P's remuneration would be, except that it will be "money." The exact amount has not been settled upon and will depend, a network official said, upon the number of advertisers who participate in the plan.

The merchandising arrangement involves all A&P stores except those on the West Coast (estimated at about 109). These are not participating primarily because of differences in brand names used on the West Coast, it was said.

In its offer the network guarantees to each participating advertiser one-half of a mass merchandise display in the A&P stores for four full weeks in each 13-week cycle. In addition, there will be window displays "wherever it is possible," and an end-card display promoting the Friday-night program.

On the program itself, each advertiser will get a 30-second billboard at the beginning and at the half-hour, plus a 1-minute-15-second commercial.

Officials pointed out that two-thirds of all grocery business is now done in super-markets and that A&P is the largest of these. A Friday-night program was chosen, they said, because it precedes the biggest grocery-shopping day of the week (48% of grocery sales are made on Saturday, they reported).

The plan is limited to products which "have adequate distribution in A&P stores" and which are non-competitive with others participating in the program. Further, the products advertised must be approved by both A&P and CBS Radio.

Details of the offer were made known in a presentation and telegrams sent to agencies and advertisers.

WINCHELL SHOW

Alsop to Substitute

WALTER WINCHELL, whose absence from his regular ABC radio program Sunday was his first in 20 years, was scheduled to be replaced in the 9-9:15 p.m. EST time slot by Stewart Alsop, author-journalist who co-authors "Matter of Fact" for *New York Herald-Tribune* syndication.

Ordered by his physicians to take a complete rest from all activities for a brief period, the 54-year-old columnist-reporter previously has been off the air only during summer vacations.

The Alsop program, like Mr. Winchell's regular broadcasts, was to be sponsored by Warner-Hudnut Inc., through Kenyon & Eckhardt.

WRS DISCOUNTS

Set Up for Station Breaks

WESTINGHOUSE Radio Stations Inc. on Feb. 1 put into effect a new "group-station" discount plan for station-break announcements whereby advertisers using seven or more breaks per week on three or more of the five Westinghouse AM stations can earn extra discounts up to 20%.

New plan was described by the company as intended to "re-focus attention on the station break, an extremely important form of radio advertising that is sometimes forgotten . . . even by companies that have had phenomenal success with this type of reminder advertising." Details, as set out in a special station break rate card, follow:

Plan applies to station breaks on WBZ-WBZA Boston-Springfield, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne, and KEX Portland, Ore.

Specifics of Plan

Any advertiser using a minimum of seven station breaks per week per station on three or more Westinghouse stations, in comparable time classifications on each station, qualifies for additional discounts of 10% for any three stations, 15% from any four and 20% for the five stations.

If the number of station breaks varies among the stations, the extra "group-station" discount will be earned "only on the number of breaks on each station which coincides with the minimum on any one station." Firm contracts for a minimum of 13 weeks are required, cancellable on four-week notice.

Frequency discounts on breaks within the "group-station" plan are not affected by the use of other announcements on any of the stations involved, but station breaks under this plan may be added to others in computing frequency discounts for the other services.

In announcing the new plan, E. R. Borroff, general sales manager of the Westinghouse stations, said: "With increases running from 11% to 13% in local and national spot advertising, resulting in more competition among air advertisers for public attention, our new plan means that advertisers can now expand their schedules—reach more listeners and increase their impacts—at relatively small costs."

KBKW Joins ABC

KBKW Aberdeen, Wash., owned by Archie Taft Jr. and managed by Don G. Bennett, joined ABC network as 51st station in ABC Western Division on Feb. 1.

Raisin Campaign

CALIFORNIA Raisin Advisory Board, Fresno, through J. Walter Thompson Co., San Francisco, has planned a regional campaign on the use of raisins with breakfast cereals. Radio will be used.

THEATRE TV

Who Will Run It, FCC Asks

THEATRE TV hearings were postponed for two weeks to March 10 and a number of new issues were injected into the case, the FCC announced last week.

At the same time, S. H. Fabian, chairman of the executive committee of the Theatre Owners of America and of National Exhibitors Theatre Television Committee, foresaw the birth of a $500 million industry based on TV channels exclusively for 20,000 theatres in the U. S. if the FCC approved frequencies for theatre TV.

Postponement from Feb. 25 is occasioned by the heavy load the FCC is carrying in finishing up its TV allocations (see separate story page 62). Also, a desire to permit the widest possible consideration of the new issues was a compelling factor in moving the hearings back. Date for filing comments and listing witnesses was also extended to Feb. 15.

New issues cover a wide range of topics. Some of the new questions put into the hearing have to do with eligibility. Essentially this is an attempt to find out from the motion picture industry who will run the frequencies allocated for theatre exhibitors against theatre-TV ers? Independent operators?

Another new issue is the question of maintaining competition. This is premised on two points: (1) Are theatre TV operators going to try to outbid regular telecast commercial sponsors for exclusive programs and if so should the FCC aid in that activity by assigning spectrum space, and (2) if producers are an integral part of theatre TV, will they attempt to play off theatre exhibitors against theatre-TV operators in the sale of their products?

Other New Issues

Other new issues are concerned with the question of what bases should be followed in rendering theatre TV service and what, if any, regulations would be required for the new service.

All the new issues are tied to the presumption that the FCC may approve the allocation of frequencies for theatre-TV.

Notice released last Friday also pointed up the involvement of other services, in or near the frequencies requested by theatre TV adherents — industrial services, safety services, common carrier, even TV assignments for such activities as studio-transmitter links, remote pickup and intercity relay.

Original issues, listed in the 1950 order, were concerned mainly with the major question of why theatre TV proponents could not use common carrier frequencies instead of needing a portion of the radio spectrum.

In various briefs filed with the FCC during the past year, the movie industry has made it pretty clear that it does not consider AT&T circuits good enough for the high quality definition proposed for theatre TV (including color). Also emphasized is AT&T's alleged inability to link up more cities in the immediate future than it has already tied together or is planning to in the coming year or two. Also stressed has been the "prohibitive" cost of using common carrier circuits.

Among the other issues originally set down, the Commission asked whether, if a theatre TV allocation was approved, it should not be run on a common carrier basis. If not, the Commission asked, what basis should it run on?

Mr. Fabian's prediction of a $500 million industry was made at the midwinter conference of the Theatre Owners of America in Los Angeles last week. He told the assembled exhibitors of the plans for industry representation before the FCC to obtain six 60 mc-wide, 7,000 mc band channels for closed circuit TV programs into theatres.

He said every segment of the film and theatre industry was back of the request.

Mitchell Wolfson, TOA president and operator of WTVJ (TV) Miami, declared at the opening of the TV discussion last Tuesday, "The public should know that we have no intention of taking anything away from the free home TV." He pointed out that theatre men are "seeking the high frequency channels which are not usable in the home."

He expressed the belief that "by theatre TV we will make a fine contribution to the entertainment and educational development that would not otherwise be available to the man on the street."

In outlining the needs of the theatre industry should channels be granted, Mr. Fabian said they include: (1) an investment ranging from $20,-25,000 per theatre for equipment; (2) construction by the industry of its own broadcasting facilities, including intercity, intracity and pickup equipment.

If theatre TV, with its exclusive channels, becomes a reality, there will be 500 to 1,000 installations available for theatres in the next few months, he added. Prices for this equipment range from $3,500 to $20,000, Mr. Fabian said.

The theatre industry will have to construct its own transmission facilities, Mr. Fabian explained, because present apparatus is not technically fitted for the proposed TV bands.

In describing the possible use of theatre TV channels, Mr. Fabian said they would be used simultaneously "so that exhibitors would have a choice and there would be no monopoly."

Decrease In Sports Shows

The public is fast realizing that home TV will lose a major portion of its sports attractions, Mr. Fabian declared, because sport promoters need a box office.

"Theatre TV will help augment that box office with the fees it will pay. More theatre TV will not cripple the gate at sports events in the same way home TV broadcasts affect it," Mr. Fabian said.

Mr. Fabian "identified" one opponent as the AT&T, during the course of discussions on the possibility of getting FCC approval for theatre TV channels. He also said he anticipated opposition from broadcasters and advertising agencies.

In addition to the galaxy of witnesses scheduled to be called by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee, some of whom were reported last week [AT DEADLINE, Jan. 28], the following appearances have been filed:

CBS, DuMont, NARTB, RCA, Skiatron, Paramount Television Productions Inc., RCA, AT&T, Western Union, U. S. Independent Telephone Assn., Theatre Network Television Inc., Radio-TV Directors Guild, Authors League of America, United Scenic Artists Local 829, International Alliance of Theatrical Stage Employes, American Federation of Labor.

United Paramount Theatres Inc. and its subsidiaries, New England Theatres, Balaban & Katz, Minneapolis Amusement Co., United Detroit Theatres, which originally had filed appearances, have withdrawn. They will be represented on NETTC, however.

Request of 20th Century-Fox last September that the issues be enlarged to consider the use of some of the Industrial Radio Service bands [B•T, Sept. 17, 1951] were turned down by the Commission on the grounds that it was unnecessary. The Commission pointed out that one of the issues is concerned with the question of what frequencies should be assigned to theatre TV service. If it were to single out the IRS bands, the Commission said, it might give the impression that those were the only frequencies under consideration.

H. W. SLAVICK, general manager, WMC Memphis, holds silver plaque presented by NBC in honor of the station's 25th anniversary of NBC affiliation [B•T, Jan. 21].

CBS AFFILIATES

TV Rights in Radio Contracts

A DRIVE to secure for CBS-TV a form of "first refusal" of the affiliation of television stations which in the future may be acquired by CBS Radio affiliates was revealed last week as part of the radio network's renegotiation of its station affiliation contracts [B•T, Jan. 28].

A provision giving CBS-TV this right—and similarly binding it to give such new TV stations first chance at CBS-TV affiliation in their respective cities—is a standard part of the new contracts which CBS Radio is seeking to substitute for those now in existence, officials confirmed.

The provision applies not only to future TV stations which CBS Radio affiliates may own or be affiliated with in their respective markets, but equally to any "shortwave or ultra shortwave station, or other station not in the regular broadcast band" which the CBS Radio affiliate may acquire.

Officials said affiliate reaction to the overall renegotiation move, calculated to put the network in position to move quickly to meet any competitive developments that occur, continued to be satisfactory, with approximately 50 acceptances received thus far out of approximately 100 stations to which the new contract forms had been sent.

The new affiliation contracts provide that CBS Radio may effectuate rate changes virtually on a moment's notice, although officials maintain both privately and publicly that they consider radio's position improving and that consequently they anticipate no need for another rate cut in the foreseeable future.

In television, where the rate trend is consistently upward, no renegotiation of CBS TV affiliation agreements is anticipated, officials reported.

But if need for adjustment of radio rates should arise, they said, the new radio contracts would leave them free to make whatever changes they deemed necessary without first winning affiliate approval. In this it appeared that they were striving to remove, in advance, the obstacle of affiliate resistance which NBC currently is encountering in its effort to effectuate its own new radio rate formula.

Some NBC authorities, however,

(Continued on page 42)

WHAT TAFT THINKS OF RADIO AND TV

"Mr. Republican" has a canny understanding of the power of commercial broadcasting, an aversion to too much government control. Here's another part of a series on the attitudes of leading Presidential candidates toward radio and television.

By DAVE BERLYN

SEN. Robert Alphonso Taft, or "Mr. Republican" as he does not object to being called, would keep the White House resident's nose pretty well out of the broadcasters' business, if, as he urgently desires, he became the occupant of that distinguished address.

An insight into the Senator's views was given BROADCASTING • TELECASTING last week by Sen. Taft himself.

He chose to reveal his attitude toward federal regulation of commercial broadcasting by commenting on the proposal that was before Congress a year ago (subsequently amended and passed) that would have given the President the power to take over radio broadcasting if deemed necessary to prevent the use of radio signals as homing devices for enemy air attack.

"My impression is," said the Senator, "that this power is already given by existing legislation, and that the President put all that legislation into effect when he declared a national emergency.

"I feel that the control to be exercised should not in any way interfere with the operation of ordinary radios, and I support the position that the President or those to whom the powers may be given do not in any way interfere with the operation of commercial radio, except when it is absolutely essential.

"As far as possible, regulations of radio and television of this kind ought to be definitely written into the law so that powers given may not be abused."

On broad questions of federal regulation over broadcasting, the Senator presumably adheres to his general position of opposition to the concentration of government power over private industry.

Unfortunately, his recent Senate voting record furnishes little clue as to his attitudes toward broadcasting. Not many measures of particular significance to radio and television have reached the Senate floor lately, and, since Sen. Taft is not a member of the Interstate and Foreign Commerce Committee, where broadcasting legislation is preliminarily thrashed out, he has had no opportunity to make a special record on this kind of lawmaking.

He did vote against the contempt citations of Kefauver Crime Committee witnesses who refused to testify because the hearings were televised.

"I voted 'no'," Sen. Taft told BROADCASTING • TELECASTING last week, "because it seemed to me that the right to question a witness does not extend to having his voice recorded for the public or himself televised.

"It seems to me to subject a witness to an utterly unfair ordeal, and to interfere seriously with his ability to answer accurately the questions that are asked him. I think all of those who voted against the contempt citation voted that way for the same reason."

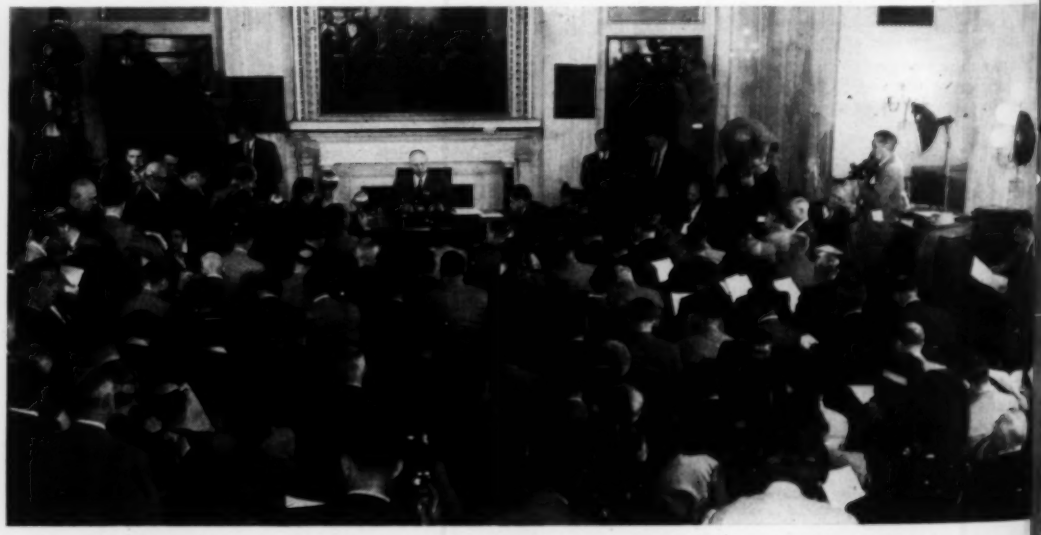
Sen. Taft added that he thought that in the main radio and T should be accorded equal privileges with the press in covering Congressional hearings "except when the private rights of citizens are concerned."

Though the Senator's voting record in the Senate may not be particularly illuminating as to his attitudes toward radio and television, his politicking record displays a canny understanding of both.

At the Taft Washington campaign headquarters it is generally acknowledged that it was radio which gave the Senator his first chance at the national spotlight—long before "Mr. Republican" was coined.

That was in 1939 when Sen. Taft, then a freshman Senator with two months of service in the upper house, engaged in a series of debates with Rep. T. V. Smith, Democrat of Illinois, on the CBS *Foundations of Democracy* program. The debates were on th

(Continued on page 44)



Here's the news conference at which Sen. Taft announced his Presidential candidacy.

105.3 MILLION RADIO SETS

New Total for U. S. Reported

RADIO SETS in the U. S. numbered 105.3 million as of Jan. 1—a gain of 9.3 million for the "saturation" medium during a year in which the "spectacular" growth of television amounted to slightly more than 5.1 million sets.

The radio figures were released last Tuesday by a Joint Radio Network Committee composed of research officials of ABC, CBS, MBS and NBC. They said the 9.3 million numerical gain represented a percentage increase of 9.7 over the Jan. 1, 1951, estimate of 96 million.

In its computations the joint committee used *Sales Management's* preliminary estimate of 44,737,900 U. S. households as of Jan. 1, 1952. This base gave a total of 42,800,000 radio households as of that date.

Using the Census Bureau's own official estimate of 44,380,000 U. S. households as of Jan. 1, 1952, BROADCASTING • TELECASTING estimated radio homes at 42,427,000 based on the bureau's radio census saturation factor (April 1950) of 95.6% [B•T, Dec. 31, 1951].

It was estimated by BROADCASTING • TELECASTING that increased saturation in the 20-month period since the Census was taken actually would bring the number of radio homes over 43,000,000.

Noting that today's 105.3 million total is the equivalent of one set for every person of voting age, the joint network committee offered the following table to show the rate of growth by category:

Number of Radio Sets as of Jan. 1	1952	1951
Radio households	42,800,000	41,900,000
Secondary and portable sets in homes	34,000,000	30,000,000
Radio-equipped cars	23,500,000	19,100,000
Sets in institutions, dormitories and barracks	900,000	*
Sets in Other Places	4,100,000	5,000,000
TOTAL SETS	105,300,000	96,000,000

* Included with "Sets in Other Places" in 1951.

The number of single, secondary, and portable sets installed in homes—not counting auto sets, etc.—was placed at 76.8 million for an average of 1.8 receivers per radio home.

Committee members made plain that their figures in all cases represent radio sets which are in working order and in the hands of the public.

The year's gain not only in radio households but in secondary and portable sets—amounting to 4 million in the latter case—was considered especially significant. The committee pointed out that studies have shown that listening to secondary sets constitutes an important portion of total listening time.

All of the estimates were described as "conservative."

The 23.5 million figure for automobile receivers was based, for example, on surveys indicating that almost 64% of the passenger cars on the road have a radio, although it is generally recognized that among new cars the percentage is higher than that.

Committee members explained that the network research people had compiled the estimates in a joint project because there is no "central industry body" which prepares this data.

Asked at a news conference why the networks rather than BAB did the job, Hugh M. Beville Jr., NBC director of plans and research, replied that the question should more properly be directed to BAB, but noted that at the moment neither BAB nor NARTB has a research division.

Mr. Beville said the joint committee's estimates, which were based on Census Bureau figures and other data, have been supplied to the A. C. Nielsen Co. research organization and will be used by it.

It also was brought out that—at least as of two or three years ago—approximately two-thirds of the radio sets produced are purchased as additional or new sets for the home, etc., while one-third are bought as replacements for old sets.

For the first time, this year's estimate included a category showing the number of receivers—900,000—in institutions, dormitories and barracks. The committee felt this data, secured through the Census Bureau, represented a "forward step in clarifying the location of a segment of the listening audience which represents a definite bonus to advertisers using radio." The 4.1 million other sets outside the home and automobile were located in business establishments, offices, restaurants, and public places.

Compares Set Increases

By comparison with the Joint Committee's estimate of a 9.3 million set increase for radio during 1951, television's gain during the same period was approximately 5,162,000, according to week-to-week records kept by BROADCASTING • TELECASTING. These placed the TV total at 14,994,000 on Jan. 7, 1952, compared to 9,834,000 on Jan. 1, 1951.

Members of the Joint Committee, which may undertake a similar survey next year if authoritative estimates are not available from other sources, were Don Coyle, ABC research manager; Edward Reeve, sales and promotion research manager for CBS Radio; Henry Poster, Mutual research manager, and Mr. Beville of NBC. Barry Rumple, plans specialist in the NBC plans and research department, was credited with handling many of the compilations and similar work involved in the study.

CANADA SET SALES

TV Going Up, Radio Down

TELEVISION set sales are continuing to rise in Canada, while there has been a drop in AM radio receiver sales, according to the Bureau of Statistics at Ottawa. During the first 10 months of 1951, TV sets totalling 28,979 valued at $15,607,000 were sold in Canada, mostly in the Niagara, Toronto and Windsor areas, as compared to 19,183 sets valued at $7,890,000 sold in the same period of 1950.

There was an added 15% excise tax in the interval also, which adds to the value of the sets. There is no TV transmitter in Canada yet.

AM radio receivers sold in the first 10 months of 1951 totalled 449,509, valued at $40,081,000, as compared to 583,093 sets valued at $44,486,000 sold in the same period in 1950.

WORLD RADIOS

Over Half Are in U. S.

MORE THAN half the radios now in use are located in the United States, according to a report on 10 countries in the UN *Statistical Yearbook*. Between 1938 and 1950 the number of sets estimated to be in use in the U. S. leaped from 40,800,000 to 90,000,000.

Greatest percentage increase over pre-war took place in less-developed countries, such as the Dominican Republic where set figures jumped from 2,000 in 1938 to 35,000 in 1950.

Statistical Yearbook is available from Columbia U. Press, International Documents Service, 2960 Broadway, New York 27.

POLITICAL RADIO

Hill Hearings May Be Held

THE POLITICAL broadcast question may erupt under the Capitol Dome before the 82d Congress calls it a day this election-year.

This was disclosed last week by Sen. Ed C. Johnson (D-Col.), who told BROADCASTING • TELECASTING Wednesday that he believed hearings may be held by his Senate Interstate & Foreign Commerce Committee on the problem of political broadcasts.

The Senator admitted this shortly after introducing a new political broadcast bill in the Senate. This is the second time the Coloradan has entered a measure on the subject in the 82d Congress. However, he said his latest version was revised to better meet the situation.

Sen. Johnson's new bill (S 2539) follows the pattern of the Horan Bill (HR 5470) in the House, which currently is undergoing further revision with the assistance of the NARTB [B•T, Jan. 14].

FCC already has stated it favors the outline as presented in the measure authored by Rep. Walt Horan (R-Wash.) [B•T, Jan. 28].

Though Sen. Johnson was unable to indicate when such a hearing would be held, he noted that he has received numerous requests from broadcasters to explore the issue. Because of these queries, he said, he has been considering the matter for hearing.

Over in the House, where Chairman Robert Crosser's (D-Ohio) Interstate & Foreign Commerce Committee resumes its study of the McFarland Bill (S 658) (see story, page 73) to modernize the Communications Act, there is talk of a possibility that the political broadcast issue could crop up there. If the topic was interjected in the McFarland Bill, it would come as a proposed amendment. However, there has been no evidence of such a development.

Identical Provisions

Identical provisions of the Johnson measure and the Horan Bill would do the following: Denote legally-qualified candidates as those "in a primary, general or other election;" specify that an authorization to speak in behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor the material broadcast.

Departure in the Johnson bill, however, would be a requirement that the politico post bond with the broadcaster for protection of the broadcaster from "loss as a result of any civil or criminal action arising in any local, state, or federal court because of any material broadcast by such person."

Bond would equal the amount of one year's salary of the public office sought by the candidate or on whose behalf the facility is used by another person permitted to do so.

Another section would hold the licensee "liable in any civil or criminal action in any local, state or federal court because of any material in such a broadcast only to the extent of the bond required."

On the other hand, the Horan Bill would not hold the broadcaster liable in any local, state or federal court. (The revised Horan version would state specifically that this should not be construed to defer the liability of the candidate, or non-candidate speaking on his behalf, from local, state or federal laws.)

Observers are quick to point out that S 2539's provision, denoting liability upon the part of the broadcaster to the extent of the bond required, might well run into the conflict of state vs. Federal rights. As a matter of constitutional law, these observers say, there is room for debate.

NARTB RADIO BOARD members in recent shots (front row, l to r): Jack Todd, KAKE Wichita; Edgar Kobak, WTWA Thomson, Ga.; Harry W. Linder, KWLM Willmar, Minn.; President Harold E. Fellows; Judge Justin Miller, chairman of board; Leonard Kapner, WCAE Pittsburgh; H Quenton Cox, KGW Portland, Ore.

Standing: John H. DeWitt Jr., WSM Nashville; Craig Lawrence, WCOP Boston (resigned); Merrill Lindsay, WSOY Decatur, Ill.; Calvin J. Smith, KFAC Los Angeles; Thad Holt, WAPI Birmingham; William A. Fay, WHAM Rochester; William C. Grove, KFBC Cheyenne, Wyo.; Ben Strouse, WWDC-FM Washington; Kenyon Brown, KWFT Wichita Falls, Tex.; Harold Wheelahan, WSMB New Orleans; Glenn Show, KLX Oakland; William B. Quarton, WMT Cedar Rapids, Ia.; A. D. Willard Jr., WGAC Augusta, Ga.; James D. Shouse, WLW Cincinnati; Richard M. Fairbanks, WIBC Indianapolis; Michael R. Hanna, WHCU Ithaca, N. Y.; Hugh Terry, KLZ Denver; Robert T. Mason, WMRN Marion, Ohio; C. E. Arney Jr., was secretary-treasurer. Absent at the time that this photo was taken was Harold Essex, of WSJS Winston-Salem, N. C.

* * *

NARTB BOARDS Face Radio Policy, Code Issues

MAJOR policy decisions covering NARTB's service to radio and TV stations in the critical post-freeze months ahead will be reached next week when the combined radio and television boards meet in San Antonio.

While the problems are numerous, they boil down to two serious issues:

● Radio leadership as TV enters an era of skyrocketing expansion.

● Enforcement of the new TV code with its disciplinary whips.

In tackling the radio side of its agenda the directorate faces a membership battle with Broadcast Advertising Bureau, which will be completely cut off from its NARTB ties next April 1, bringing an increase in fees for combined NARTB-BAB services.

The television problem confronts directors with all the aches and pains that will come out of the video code when it goes into operation March 1.

Just one year from the time NAB was transformed into NARTB to permit operation of a joint radio-television service, the directors will assemble at Lost Valley Ranch, 40 miles out of San Antonio. There they will spend most of the week working without the interruptions that mar board meetings held in cities.

The agendas for the series of separate and joint meetings are long and intricate but NARTB's staff, led by President Harold E. Fellows, will have extensive reports and recommendations for most problems. Mr. Fellows has kept the staff working at top speed since the December board meeting. Some of the matters, especially on the television side, break new ground.

As usual most of the problems have financial aspects. This is especially true in the case of the new TV code. Mr. Fellows was instructed last December to draw up budget data covering enforcement. This involves the fees to be charged member and non-member TV stations subscribing to the code.

Subscription forms and details of code operation will be submitted to the TV board. Since the board meetings end Feb. 15 there will be only two weeks remaining before the code goes into operation.

Judging by sentiment last autumn when the code was adopted there will be overwhelming adherence. Some groups, including DuMont TV Network, are still concerned over some parts of the code and many have discussed their problems with NARTB headquarters.

Mr. Fellows is expected to submit the names of the five-man code review board which will oversee enforcement of the code. This board, in turn, reports to the TV board.

Some TV station operators feel the code will be taken in stride and they discount the fears of those who contend it can seriously upset normal operations. Others fear the use of a code symbol will spur viewers into becoming frequent and eloquent critics of program and advertising practices, with possible

(Continued on page 93)

* * *

NARTB BALLOTS

To Elect Directo

FINAL ballots for election of fou NARTB district directors and fou directors-at-large were mailed Fr day to the membership by C. E Arney Jr., secretary-treasurer.

Four district directors we elected without opposition [Br Jan. 28]. They were E. R. Vad boncoeur, WSYR Syracuse, Di trict 2; Harold Essex, WSJS Wi ston-Salem, N. C., District 4 (in cumbent); Stanley R. Pra WSOO Sault Ste. Marie, Mic District 8; Albert D. Johnson, KO Phoenix, District 16. William Fe WHAM Rochester, present Distric 2 director, was renominated but de clined to run.

Ballots must be returned t NARTB headquarters by Feb. 1 according to Mr. Arney. Final re sults will be announced Feb. 22 an terms will start April 7.

The final ballot is as follows:

Director-at-Large for Large Station Richard M. Fairbanks, WIBC Indianapolis; Paul W. Morency, WTIC Hartford, Conn.; John F. Patt, WGA Cleveland; Victor A. Sholis, WH Louisville; and Glenn Snyder, WI Chicago.

Director-at-Large for Medium St tions: Harry Buckendahl, KOIN Portland, Ore.; George D. Coleman, WG Scranton, Pa.; Roy Dabadie, WJB Baton Rouge, La.; Robert D. Enoc WXLW Indianapolis; Robert W. Ferg son, WTRF Bellaire, Ohio; Eugene Flaherty, KSCJ Sioux City, Ia.; Be Howell, KFXJ Grand Junction, Co Richard O. Lewis, KTAR Phoenix Ariz.; Lester W. Lindow, WFDF Flin Mich.; Walter Rothschild, WTA Quincy, Ill.; C. L. (Chet) Thomas KXOK St. Louis; Gunnar O. Wil WHEC Rochester, N. Y.; J. P. Wilkin KFBB Great Falls, Mont.; and A. (Jess) Willard Jr., WGAC Augusta, Ga

Directors-at-Large for Small Station Paul Fry, KBON Omaha, Neb.; Simo Goldman, WJTN Jamestown, N. Y Milton Greenebaum, WSAM Saginaw Mich.; Oscar C. Hirsch, WKRO Cair Ill.; Bill Hoover, KADA Ada, Okla Lee W. Jacobs, KBKR Baker, Ore.; E Ernest Lackey, WHOP Hopkinsvill Ky.; Ben A. Laird, WDUZ Green Bay Wis.; J. R. Livesay, WLBH Mattoon Ill.; John F. Meagher, KYSM Mankato Minn.; M. Luke Medley, WHUB Cookeville, Tenn.; Frank R. Smith, WBV Beaver Falls, Pa.; Hugh M. Smith

(Continued on page 44)

NARTB TELEVISION BOARD (front row, l to r): Robert D. Swezey, WDSU-TV New Orleans; Harry Bannister, WWJ-TV Detroit; Eugene S. Thomas, chairman of TV board, who has just resigned; Frank M. Russell, NBC-TV; Chris J. Witting, DuMont TV Network. Back row, Thad Brown, NARTB director of TV; Campbell Arnoux, WTAR-TV Norfolk, Va.; Harold Hough, WBAP-TV Fort Wort George B. Storer, Fort Industry Co.; C. E. Arney Jr., secretary-treasurer. Absent when photo was taken: W. Rogers Jr., KEYL (TV) San Antonio; Clair R. McCollough WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (T Los Angeles.

XUM

COOPERATIVE WOMEN'S SHOW DOES EFFECTIVE MERCHANDISING, SELLING JOB!

WHO's *Iowa Feature Fare*

A tremendously popular, afternoon women's program from 1:30 to 2:00 P.M., Monday thru Friday, and 11:00 to 11:30 A.M. on Saturday, with charming Betty Brady chatting about foods and fashion . . . Duane Ellett assisting with songs, with Bill Austin at the piano.

Every day an average of 50 women drive in from all parts of Iowa, and pay $1.25 to lunch with Betty Brady (noon to 2 P.M.). This live audience is limited only by our hotel's facilities — tickets are reserved *months* in advance.

Read the rest of the story below. WHO's Iowa Feature Fare is an outstanding women's program, with an enormous home audience, and backed by a successful merchandising plan.

Carefully integrated commercials are only half the story for participating sponsors on WHO's *Iowa Feature Fare!* Outstanding merchandising and sales promotion service at hundreds of Iowa's retail grocery stores is the other half. Here's a brief outline of this amazing "bonus":

1. *Iowa Feature Fare is backed by a merchandising staff of five specially trained women who regularly call on 700 major grocery stores in 76 of Iowa's 99 counties!* Each staff member averages six calls per day, and in each store she checks to see if all "Feature Foods" products are stocked and are well displayed. She also improves shelf position and exposure of all "Feature" products, corrects prices when necessary, induces store to quote multiple prices and places point-of-sale advertising in store. She also talks to owner or manager about "Feature Foods" products and signs carefully selected and qualified stores as "Headquarter Stores."

2. *Every three weeks a detailed report covering the staff's visits to 225 independent and 45 chain stores is submitted to each Iowa Feature Fare advertiser!*

3. *Finally, Iowa Feature Foods stages live, "Recipe Round-Up" store promotions in a pre-selected chain or independent super market, once a week!* These local store promotions are heavily plugged over *Iowa Feature Fare* for the two preceding days, and draw an average of 300 women in a 2 to 4-hour period!

To you who believe in merchandising and sales promotion, *Iowa Feature Fare* is your dish. Write direct or ask Free & Peters!

Products, packaging, rate of sale, and competitive activity — all are discussed with store owner for report to advertiser. Most stores run newspaper ads like that below.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives

RADIO ALERT PLAN

24-Hr. Operation Seen

SENTINEL operation for many of the nation's high power stations starting this month is seen as part of the interim broadcast station alert plan mapped by the FCC.

While the specific details of the plan are secret, it can be revealed that the procedure calls for around-the-clock operation for most or all of the Class I, 50 kw stations on clear channels, working closely with local civil defense officials.

The purpose is to permit 50 kw outlets in selected areas to maintain 24-hour operation for certain periods of time, making the facilities available for emergency announcements to civil defense personnel and listeners alike.

It is understood that this procedure is being pressed into action for the duration of the interim phase until such time as Operation Conelrad goes into effect. The latest authoritative guess is by April 1.

Under the interim plan, all standard, FM and TV stations would be asked to leave the air upon request of the air defense commander in the event of imminent air attack or other emergency.

Under plans now pending before FCC's staff, Class I-A or I-B, 50 kw stations in from two to four cities in each of the 11 defense areas or divisions would participate in the around-the-clock operation. Secondary (Class II) or regional (Class III) stations are not involved.

It was said that 50 kw outlets were selected because of the importance of their greater power and coverage range for civil defense needs.

The stations would utilize record or disc shows in some instances and mere tone signals in others. About 50 to 60 stations would participate in the plan on a rotating basis with other area 50 kw outlets in conjunction with local civil defense authorities. Such a plan, in which stations monitor key outlets in their area, was used during World War II.

FCC Pushed Plan

The plan was devised by the FCC in conferences among Commission field officers, representatives of stations and civil defense personnel. The Federal Civil Defense Administration reportedly was watching with great interest, though it was explained that the agency had not taken any initiative in advocating the procedure.

It was noted that some stations already have pressed the plan into action before mid-February, when the Commission is expected to make an official public announcement.

KDKA Pittsburgh has commenced 24-hour programming in cooperation with the local CD office. It is operating continuously except from 1-8 a.m. Sunday for maintenance. WCAU Philadelphia began similar operations Jan. 14. Segment is occupied by the *Barry Kaye Show*, from 12 midnight to 5 a.m.

At least two other 50 kw stations have planned their participation in the sentinel programming, and others were expected to follow suit. These are KNBC San Francisco and WHO Des Moines.

Begins Full Slate

WHO was slated to begin 24-hour programming last Friday (Feb. 1) in cooperation with the local Office of Civilian Defense. Scheduled were musical shows from 12 midnight to 2 a.m.; records from 2 a.m. to 4 a.m. and musical varieties from 4 a.m. to 5:30 a.m., when its regular programming starts.

KNBC plans to launch its around-the-clock schedule on Feb. 11 to make its facilities available for any civilian defense needs that may arise, General Manager Lloyd E. Yoder has announced.

The spread of 50 kw stations means that many of the larger cities will be involved in this phase of the interim alert plan.

Stations presumed to be involved in this plan, on the basis of the categories set aside by FCC, are these:

KFI Los Angeles; WSM Nashville; WNBC New York; WMAQ Chicago; KNBC San Francisco; WLW Cincinnati; WOR New York; KIRO Seattle; WGN Chicago; WSB Atlanta; WJZ New York; WBBM Chicago; KGO San Francisco; WGY Schenectady; WFAA Dallas; WBAP Fort Worth; WCCO Minneapolis; WHAS Louisville; KOA Denver; WWL New Orleans; WCBS New York; WLS-WENR Chicago; WCFL Chicago; KOMO Seattle; KDKA Pittsburgh; WBZ Boston; WHO Des Moines; KYW Philadelphia; KNX Los Angeles; WTIC Hartford; KRLD Dallas; WBAL Baltimore; WTAM Cleveland; KFAB Omaha; WBT Charlotte; KMOX St. Louis; KWKH Shreveport; WNEW New York; WRVA Richmond; KLS Salt Lake City; KVOO Tulsa; WWVA Wheeling, W. Va.; WHAM Rochester; New York; WRVA Richmond; KSL KEX Portland; WOAI San Antonio; WCAU Philadelphia; WTOP Washington; KSTP St. Paul-Minneapolis; WLAC Nashville; KGA Spokane; WKBW Buffalo; KOMA Oklahoma City; KFBK Sacramento; WCKY Cincinnati.

Meanwhile, Federal civil defense planners have issued a new technical manual, *Outdoor Warning Device Systems*, but the release of a broad communications booklet on broadcast and other phases is apparently far from reality.

An official of FCDA's Warning & Communications section told BROADCASTING • TELECASTING last week that, while the work is under preparation, a number of roadblocks have delayed its completion. The manual is intended for state and community civil defense directors as a followup to President Truman's master plan for United States Civil Defense.

Chief among the obstacles are these:

- Continuation of Conelrad's interim phase under which all AM, FM and TV stations are asked to cooperate voluntarily on the basis of FCC instructions issued last September.
- The FCC has not yet prescribed rules and regulations governing operation of amateur radio operators in the event of emergency.
- The FCC has not taken other steps laid out in the President's Executive Order for emergency control of stations, partly because it is awaiting Congressional action on requested funds for field engineering and monitoring, including the Conelrad project.

Original hope was that Conelrad plan would become effective sometime during January. It will become binding on those stations (estimated at well over 400) which subscribe to it, permitting them to remain on the air under certain conditions. Local CD planners have been apprised of the Conelrad plan [B•T, Dec. 31, 1951].

Among those requirements believed not yet fulfilled under the Executive Order [B•T, Dec. 17, 1951], are these:

(1) Operation Conelrad must re-

(Continued on page 46)

WOR MERGER EFFECTED

Radio Rise Cited

A RESURGENCE in radio was noted by officials of WOR New York last week as they held their annual radio sales meeting, coincident with consummation of the merger of the WOR radio and television properties with those of General Tire & Rubber Co. [B•T, Jan. 21].

Thomas F. O'Neil, vice president of General Tire—which owns 90% of the merged properties and collaterally became controlling stockholder of Mutual—attended but did not actively participate in the all-day Tuesday meeting. Earlier, he had met with the WOR radio and television staffs separately, reiterating that under the new ownership WOR's "home rule," as well as that of Mutual, will be continued.

In his talks with the staff members he gave assurance that no immediate changes in personnel are in prospect and said that, although all units of the General Tire radio and television properties will work closely with Mutual, they will remain autonomous.

Without saying so, he left staff members with the conviction that Mutual ultimately will move into the television network field.

First Meeting Due

First meeting of the Mutual board since General Tire gained control — it holds almost 60% through acquisition of 19.6% which was held by WOR—is slated for Feb. 28 in Miami. Mr. O'Neil is MBS board chairman.

A highlight of the WOR radio sales meeting was a report issued by the station's research department which showed radio listening to be on the upgrade in New York.

With WOR-AM-FM-TV President T. C. Streibert and Sales Vice President R. C. Maddox taking key roles in the discussions, the session examined sales, programing, research and advertising and promotion plans in detail.

Discussing the report on radio listening, Research Director Robert M. Hoffman expressed his conviction that "there is little question that non-owners [of TV sets] will continue to listen as much as in the past," and that "prospects are bright for continued—if not increased—mass audience as a result of a revival of interest in radio among video owners."

The WOR report showed more than 60% of the video owners in New York listening to radio each day and more than half of them listening at night. A revival of interest in radio among the TV set owners resulted in a 36% jump in nighttime listening among video families during the last quarter of 1951 compared with the 1950 level, the station stated, noting that

(Continued on page 46)

* * *

DISCUSSING business report are (l to r) Messrs. Maddux, O'Neil, and William Crawford, WOR sales manager.

Second of a series telling why Sponsors and Stations are SOLD on ABC

ABC Radio has More New Sponsors than ever before

A network is known by the company it keeps . . . and ABC Radio is currently keeping company with *most* of the big names in advertising. There are the old-timers on the network like Philco, General Mills, Swift, Equitable, Old Gold . . . it's a long and impressive list. To it, in recent months, ABC has added important new sponsors including:

Stokeley-Van Camp · General Foods · Bristol-Myers
Kellogg · Prudential · Sylvania · Lever Brothers · Sterling Drug

For these sponsors, ABC Radio offers the most efficient, economical buy in advertising. For ABC affiliates, there is great pride, great prestige—and profit—in being the local medium important national advertisers have selected to send their goods to market. For ABC audiences, there is exciting new entertainment: new shows, new stars . . . new reasons why they are *SOLD on ABC*.

ABC Radio
American Broadcasting Company

America is SOLD on ABC

BRISTOL-MYERS COMPANY

'DRYS' DRENCH S 2444

Their Support Floods Hearing on Hill

". . . A next step shall be the outlawing of all kinds of beverage alcohol advertising from radio and television. That step shall certainly be taken in the near future."—From an editorial, "The Johnson-Case Bill (S 2444)," appearing in the Jan. 28 issue of The Clipsheet, *published by the Board of Temperance of the Methodist Church.*

* * *

THE "DRYS" rested their case on the Johnson-Case Bill last Thursday amid indications that their tug-of-war with the "wets" on media advertising has only begun.

Testimony of the proponents of S. 2444—to prohibit the advertising of distilled spirits (hard liquor) on radio and television—was concluded Thursday morning. Opposition will be heard Feb. 6, 10 a.m. in the Caucus Room of the Senate Office Bldg.

There was an acute possibility held out that not only will the conflict between the "wets" and "drys" continue during the hearings but that it also would lap over into the Senate Interstate & Foreign Commerce Committee itself.

It was pointed up that the committee's membership has changed little since 1950 when it voted by the close margin of 7 to 6 to kill off the Langer Bill that would have prohibited all media from carrying alcoholic beverage advertising. Exception is the addition of Sen. James P. Kem (R-Mo.) and the subtraction of former Sen. Edward Martin (D-Pa.).

It was understood that Sen. Kem has not yet taken a position on the bill.

Members Present

Nearly every member of the commerce committee was present at one time or another during the hearings. Of the 13 members, 11 made their appearance. They were Chairman Ed C. Johnson (D-Col.), co-author of S 2444; Sens. Ernest W. McFarland, Arizona; Warren G. Magnuson, Washington; Herbert R. O'Conor, Maryland, and Lester C. Hunt, Wyoming, all Democrats; Charles W. Tobey, New Hampshire; Owen Brewster, Maine; Homer E. Capehart, Indiana; John W. Bricker, Ohio; John J. Williams, Delaware, and Sen. Kem, all Republicans.

A large "dry" contingent, led by Bishop Wilbur E. Hammaker of the Methodist Church, appeared in support of the bill. More than 25 witnesses, including Bishop Hammaker, testified. Before the hearing recessed Thursday, the committee squeezed in the testimony of two union leaders, both in opposition to the bill.

Among the organizations expected to present witnesses in opposition to the bill this Wednesday are: NARTB—probably Harold E. Fellows, president; Assn. of National Advertisers (ANA) with P. W. Allport slated to appear; American Assn. of Advertising Agencies (AAAA); the Distilled Spirits, Brewer and Wine Institutes.

From the volume of testimony delivered in perfect synchronization the pattern of the "drys" stand could be summed up as follows:

● The "drys" support the bill as something better than nothing. They are shoulder-to-shoulder in favor of the exclusion of all alcoholic beverage advertising from the airwaves.

● Some of the witnesses specifically requested the inclusion of beer and wine advertising in the bill. This would come as an amendment, they said.

● They feel the bill would be Constitutional because, they said, the 21st Amendment to the Constitution (repealing the 18th Amendment which set up prohibition on the federal level) gave back to the states the right to bar alcoholic beverage sale by legislation.

● Radio and television have tremendous sales impact on the American public. Alcoholic beverage advertising is inserted or implied in programs, often when the listener or viewer is unaware of its insertion.

● Danger of alcoholic beverage advertising on the airwaves is three-fold:

(1) It places temptation before the children in the home by dramatizing how good beer and wine is, and that drinking "is the thing to do."

(2) The alcoholic, who struggles to resist the "attraction" of alcoholic beverage, is further enticed by ether advertising.

(3) A number of states, some entirely "dry" by local statute, others partly "dry," are bombarded by alcoholic advertising via radio or television. This is particularly resented by the "drys" in the states affected, the witnesses claimed.

Howard Sums Up

A particularly articulate "dry" summation was given by Clinton N. Howard, executive superintendent, International Reform Federation, who said in part:

. . . . the bill is an act to preserve the status quo. We are for it. It is

(Continued on page 69)

RESERVED TV

Bricker Backs Educators

PLUNK in the middle of the parade of "dry" testimony last Wednesday before the Senate Interstate and Foreign Commerce Committee, one of its members, Sen. John W. Bricker (R-Ohio) campaigned for educational television channels.

Catching a witness' phraseology that radio and television are instruments of both home and school, the Senator said he has been "vitally interested in reserving some of the channels of the television scale for educational purposes exclusively. So far we have been unable to get very much cooperation from the Commission [FCC]."

Wouldn't it be wise to reserve practical bands of television for educational purposes, "without any commercial aspects whatsoever?" Sen. Bricker asked.

The witness agreed.

He went on to say that in Ohio there is a college that is an applicant for a band (Ohio State U. at Columbus) "that would be within a very practicable range, and the Commission has not seen fit — I don't know whether it will see fit—to give us that channel . . . because of the commercial competition. . . . If we let pass by this great medium of education . . . we will do an irreparable damage to the whole educational program, and that kind of a program could not be used exclusively without any advertisement of any sort."

The witness agreed.

RADIO PROMOTION

BMI Clinic Urges Vigor

VIGOROUS, imaginative and aggressive promotion of radio in the face of all other media was urged by leaders in the field last week in addresses before a two-day BMI program clinic in New York, which drew 141 representatives of 56 stations in 23 states—largest attendance in the clinics' four-year history.

With BMI President Carl Haverlin and Vice President Roy Harlow at the helm, the clinic also surveyed methods of building and holding audiences, public service responsibilities, various types of specialized programming, and copyright questions along with the specifics of problems occasioned by the rise of television.

Radio's Strength Reviewed

Paul W. Morency of WTIC Hartford, who presided as general chairman of the meeting, initiated the appraisal with a review of radio's strength and a strong admonition that broadcasters develop and use this strength to the fullest extent possible. Among commonly overlooked evidences of radio's vitality he cited: 105 million radio sets in the U. S., reaching into more than 95% of the nation's 43,200,000 homes.

Radio homes in his own Hartford County, he reported, total 99.95%, and in all Connecticut, 99.9%. Besides the many homes containing more than one or two radios, there are 20 million automobiles in the United States also equipped with radios. "In fact, it might be noted in passing," Mr. Morency observed, "that there are 5 million more automobile radio sets than there are sets representing a new medium."

Speaking of radio-listening data in contrast to circulation figures reported by printed media, he said a magazine with 5 million circulation recently reported a cumulative audience of 65 million readers. "We take 105 million radio sets—two-thirds of a radio set for every man, woman, and child in the United States—and end up with an audience of 5 million," he said. "And radio spends millions of dollars to get figures like these."

All radio stations strive for the kind of institutional acceptance accorded the *New York Times*, which has built its respected acceptance on the basis of 100 years of integrity, he advised. In contacts with everyone, including colleagues, competitors, customers and listeners, broadcasters should "deserve and demand recognition on the basis that our stations are an important part in the life of the community and of the people," he suggested.

In the last five years, more radio sets have been sold than the total circulation of all the morning and evening papers in the entire country, J. Leonard Reinsch, managing director of the Cox radio-TV properties, reported. Talking about "acres of listeners," he noted: "Newspaper circulation is increasing, but they still reach only two-thirds of the country while radio is everywhere."

Observing that printed media rest on ABC circulation figures, "blithely increasing rates on the basis of increased production costs," Mr. Reinsch noted that new survey organizations for counting radio-listening seem to spring up every month.

Survey Should Include

"There is a lot of sense in the Affiliates Committee proposed action with the ANA Research Bureau to determine what a radio survey should include and to concentrate on one survey method . . . if we're going to provide a detailed rating for every radio show it should be required of magazines and newspapers to give a detailed rating of every ad," he said. "And when we cut cuts, we are sharpening the knife with which to cut radio's throat," he remarked.

"With flexible minds and the courage to try the new, we broadcasters can bring to our listeners, old and new, greater advances in all fields—education, music, current events, entertainment—yes, even an insight into what is neces-

(Continued on page 36)

Two mail order programs sell $51,592 worth of cattle!

Ever hear of a more unlikely mail order item than a 700 pound steer?

WSM recently sold 232 of them, for a total of $51,592.00, and wrote one more amazing chapter in the history of the Central South's boss salesmaker.

The cattle belonged to Mr. Otis Carter, 15 year sponsor of Carter's Chick Time. His knowledge of WSM's phenomenal ability to sell baby chicks prompted him to offer a herd of 232 feeder cattle to the WSM audience.

Just two programs did it—cleaned out the herd, horns, hoofs, and all! Some of the buyers came from 300 miles away, and Mr. Carter says he could have sold twice the number he had on hand.

Was the sponsor surprised? Not at all. Says Mr. Carter "anyone can sell a farmer anything he needs over WSM." WSM isn't soliciting mail order accounts. But a station that can move $51,592.00 worth of sirloin on the hoof with two mail order programs packs a sales punch you can't afford to pass up.

Irving Waugh or any Petry Man can take it from here.

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

OPERATOR RULES CHANGES

. . . Grove Explains NARTB's Petition to FC

By WILLIAM C. GROVE

NARTB on Friday, Feb. 1, filed a petition with the FCC asking for two basic changes of extreme importance to many broadcasters in the Commission's Rules and Engineering Standards. The first request is for authorization to use restricted operators as well as other classes of radiotelephone operators to stand transmitter watches in AM and FM stations operating omnidirectionally with transmitter output powers of 5 kw or less. The Commission's present rules, of course, require that first class operators be used at all broadcast stations except low-powered educational FM stations.

The second request is that the Commission allow the remote control operation of transmitters on a regular basis for this same group of stations.

NARTB is convinced that radio engineering has developed to the point where these two advantages can readily be made available to broadcasters without in any way involving a degradation of the engineering standards of any station using them. The association also is entirely satisfied that making these two benefits available to broadcasters will permit many stations, and particularly smaller stations in less densely-populated areas, to improve and expand their program service and thus bring a very real advantage to those stations and their listeners.

The filing of the petition is one further step in the efforts of the NARTB through its Committee on Operator Licensing to bring practical and necessary benefits to many broadcasters.

This committee consists of Harold Essex, WSJS Winston-Salem, N. C.; Marshall Pengra, KGKB Tyler, Tex., and myself. The petition was prepared and filed for the NARTB under the direction of the Committee by its special counsel, Bernard Koteen.

The NARTB's previous effort through the committee to aid broadcasters was its request that the Commission amend its rules to permit stations to use less than first class operators for periods up to 120 days where first class operators were not available. The Commission last May amended its rules in the exact manner requested by the association.

Effort To Convince FCC

The committee and the association will now make every effort to convince the Commission that many broadcasters and their listeners need the very important benefits which will be derived from a grant of the petition just filed. While the 120-day relief from the first class operator requirement was a step in the right direction, the real need is to eliminate that obsolete requirement entirely. The request for remote control of broadcast transmitters is equally important for many broadcasters, and especially operators of smaller stations in sparsely settled areas.

The association's petition points out that a restricted operator can readily learn the simple duties to be performed in the normal course of standing a transmitter watch. For that reason, the requested rule change would authorize restricted operators to place the station on or off the air, keep the transmitter log, make external tuning adjustments, make such other minor adjustments as may be required as a result of primary power supply variations and failures, and make replacement of only such defective parts as tubes, fuses and other items designed for simple plug-in replacement.

The suggested changes will require each station to employ a first class operator to be responsible for and make all internal tuning adjustments, major repairs and overhauls, and all other technical installations or corrections not authorized to be done by a lower class operator.

The request for authority to operate non-directionally AM and FM broadcast transmitters with powers not over 5 kw is careful to protect the highest standards of engineering practice. The request proposes that control and monitoring equipment be installed so as to allow the operator either at the remote control point or at the transmitter to perform all of the functions now required by the Commission's Rules and Standards to be performed by operators on duty at the transmitter.

Filed with the petition are strong supporting statements from experienced representative broadcasters. These statements show the great benefits which broadcasters will receive if the Commission grants the authorizations requested. The statements are from such widespread parts of the country as Colorado, Wyoming, Texas, Minnesota, New Hampshire, Massachusetts and Virginia.

Petition Points Out Benefits

The NARTB's petition points out that removal of the obsolete and unnecessary first class operator requirement would greatly increase the possibilities of a station obtaining a staff with the many qualifications necessary to allow it to do the best possible job within the limited budget which most stations, and particularly small stations in rural areas, have available.

The committee feels certain that if the Commission grants the request for both the use of restricted operators and remote control, the stations with separate studios and transmitters as well as combination operations will have [illegible] all benefits of the changes we are trying to obtain. Each of these changes will result in efficiency and improvement in operation.

One very difficult decision which had to be made was the question of what types of stations should be included in the group for whom these benefits are being asked. [illegible] recognize that the decision to [illegible] the present request to AM and [illegible] stations operating omnidirectionally with powers of 5 kw or less an arbitrary one. However, [illegible] limit does, in general, include the stations for whom the need [illegible] these benefits is particularly acute. We felt that as a practical matter we should present the simplest [illegible] to the Commission to be more assured of getting these benefits [illegible] stations which needed them most.

The Commission should open rule-making proceedings and invite comments about the NARTB's proposal. At that time any station is free to suggest a change in the proposed rules, including enlargement of the types of stations which [illegible] benefit from them.

NARTB and its Committee on Operator Licensing hope that the entire industry recognizes the really important advantages that will be derived from the requested changes in the FCC's requirements. We also hope that we will thereby get broad industry support for these changes. We would be happy to hear directly from any station that wants to work with us on this project, which we sincerely consider can bring great advantages to broadcasters and to the people they serve.

BILL GROVE is a man of ingenuity and, as his article will show, he doesn't let another fellow do his thinking for him. As general manager of KFBC Cheyenne, Wyo., he is a good all-around broadcaster, as much at home at a transmitter as he is at an office desk. A favorite story about him is how he built from war surplus materials a mobile unit which cost less than $100! Mr. Grove is chairman of the NARTB Committee on Operator Licensing.

Mr. Grove

'51 SET REPORT

Production Still Good

PRODUCTION of radio and TV receivers, in spite of material shortage and a severe sales slump last spring and summer, maintained a high level in 1951 according to preliminary estimates released by the Radio-Television Mfrs. Assn., Washington, D. C.

In the RTMA report, TV set production was estimated at 5,384,798 for 1951, compared with 7,463,800 manufactured in 1950. Radio output was estimated at 12,299,146 last year as against 14,589,900 sets produced in 1950.

In 1951, RTMA announced, sale of picture tubes for all purposes, including new sets, renewals, U. S. government and export amounted to 5,135,799 units valued at $122,224,186. Sale of receiving tubes in 1951 totaled 375,643,697 units compared to 382,960,599 in the preceding year. The decrease was accounted for by a drop in sales for new sets as increased sales were reported for replacements, export and government purchases.

A breakdown of the 1951 report showed 247,855,249 tubes sold for new sets, 94,596,563 units sold for replacements, 24,438,351 for export and 8,753,534 sold to government agencies.

WESTINGHOUSE

$12 Million Budget

APPLIANCE division of Westinghouse Electric Corp. has earmarked more than $12 million for advertising and promotion during 19[illegible] according to statements made by divisional advertising manager, R. Clemens, at a two-day meeting in Mansfield, Ohio, last Monday.

About $3 million of the record budget will be paid by appliance division for cooperative advertising it was reported, with distributors and dealers matching the amount. Radio and television reportedly will share about half of this $6 million total with such advertising as out-door and counter display.

A good part of the $3 million cost for Westinghouse sponsorship of CBS Radio and Television coverage of Republican and Democratic conventions, plus the 13-week get-out-and-vote campaign [Dec. 31], will be borne by the appliance division, Mr. Clemens explained. And an increase of $500,000 in the CBS-TV *Studio One* program budget has been tabbed by the division, to bring its contribution to the all-Westinghouse production to $1,650,000 for 1952.

Full break-down of radio and television advertising to be undertaken by the parent corporation is not indicated.

The George P. Hollingbery Company

takes pleasure in announcing

the appointment of

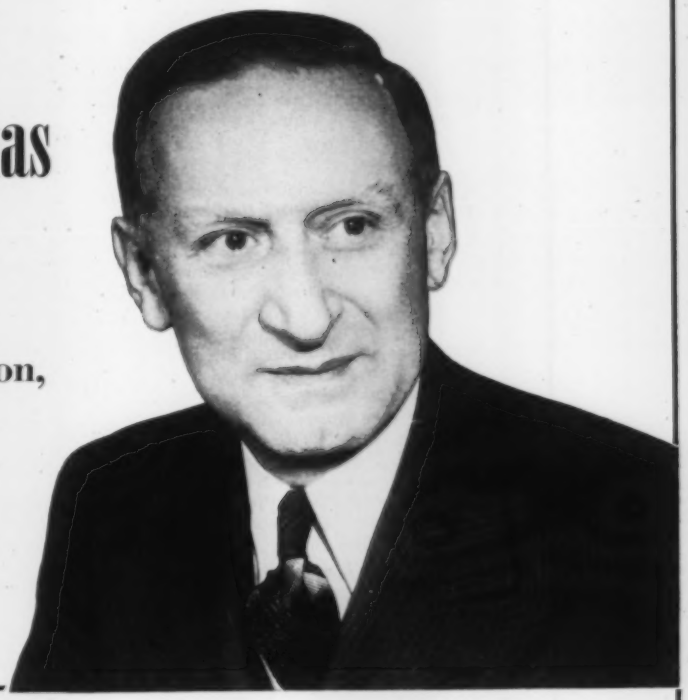
Eugene S. Thomas

as Vice President

in charge of television,

effective

immediately.



George P. Hollingbery Co.

Representing . . .

WGN-TV*, Chicago, Illinois

WHAM-TV, Rochester, N. Y.

WHIO-TV, Dayton, Ohio

WWJ-TV, Detroit, Michigan

Offices: Chicago • New York • Los Angeles • San Francisco • Atlanta

Only ONE Station

DOMINATES

This

Rich, Growing

15-COUNTY MARKET

With

1950 PER FAMILY EFFECTIVE BUYING INCOME OF $2,948.00*

*Sales Management, 1951 Survey of Buying Power

WSJS

The Journal Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

Represented by: HEADLEY-REED Inc.

Radio Promotion

(Continued from page 32)

sary to achieve world peace," Mr. Reinsch explained. "Our future in broadcasting is a world with horizons unlimited."

Frank E. Pellegrin, vice president and secretary of H-R Representatives Inc., reported that television has reduced readership of advertising in newspapers and magazines and asserted that, the longer people own television sets, the more they go back to radio listening.

Mr. Pellegrin insisted that radio should raise its rates and that newspapers and magazines should lower theirs. Advertisers and agencies, he suggested, should force inch-by-inch readership data on newspaper and magazine ads, comparable to radio's minute-by-minute figures, especially since television's advent has resulted in lower ad readership and higher ad costs.

He suggested this program for radio:

Every station should immediately stop purchasing pin-point audience research, used too often only to prove how small radio audiences are considered by advertisers. With the millions of dollars thus saved, the industry should launch a nationwide campaign in every radio city to prove how *big* radio is, how effective, and how it's growing.

Every station should conduct the campaign *locally* as a "torch of truth" among local advertisers, retail outlets, jobbers, and distributors. Local papers should be challenged to produce actual readership data every day.

'Misguided, Misled' Users

"Every radio and television salesman should remember, every day, that this is not a death-struggle between their two broadcast media, but rather that the real prospects for increased broadcast revenue lie among the misguided, misled, uninformed, and overcharged users of other media," he asserted.

"What are broadcasters *really* doing to make our transmitters—through ourselves and our communities—more responsive to the concepts of a free society?" was asked by Michael Hanna, general manager of Cornell U.'s WHCU Ithaca, New York, when he spoke on the meaning of showmanship in 1952.

Since no medium of mass communication can approach radio's provable claims, American broadcasters in 1952 are, Mr. Hanna said, "the most blessed—and the most challenged—people on earth." The challenge to a skilled broadcaster, he explained, "goes far beyond presently accepted standards" and lies in "an enlightened outlook on the problems of people and an effective effort to solve those problems."

"To produce an effective effort will demand all the showmanship at our disposal," he said. "We can sell soup. Can we sell democracy?"

Leon Pearson, NBC critic at large and commentator, surveyed foreign affairs and American thinking in the last three years. He noted an increase of adult fare in programming, which he said "indicates there's no place you can't take an audience." And audiences, he observed, are going back to radio.

In a speech on copyrights, Sydney M. Kaye, vice chairman of the BMI board, explained that whereas contracts protect ideas and creative work, copyrights protect their form. He advised broadcasters to require contracts of all their performing artists, to handle all unpublished works with care—since legal rights may become a problem, —and, as station owners, to try to know the origin of all their broadcast material.

Emphasis on Local Level

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, foresaw a growing emphasis upon local programming and, consequently, an increase in direct dealings by stations with advertisers and agencies.

He suggested four tests for stations to apply to agencies: (1) Are they bona-fide? (2) Does the agency keep its commission, not rebating portions of it to advertisers? (3) Does it have the necessary ability to serve advertisers? (4) Is it financially sound?

Mr. Gamble urged stations to adopt the 2% cash discount system as a means of forestalling possible credit losses.

Total advertising volume, he predicted, will increase (by about 50%) to around $9 billion, giving radio a greater source upon which to draw.

In other clinic addresses, Dave Baylor, vice president and general manager of WJMO Cleveland, stressed importance of unity in solving programming problems.

Edythe Meserand, assistant director of news and special features, WOR New York and president of American Women in Radio and Television, emphasized the value of public service.

In a discussion of specialized programming, Vice President Charles Baltin of WHOM New York, foreign-language outlet, told the clinic that even though large segments of a station audience may not speak English, they are Americans and potential customers.

Harold Fair, program director of WHAS Louisville, stressed the need for more careful programming to serve and build audiences.

Walberg Brown, vice president and general manager, WDOK Cleveland, urged a "new evaluation of serious music programming," advising stations that examination might show them there is a larger audience for concert music than they had thought.

Tom Tinsley, president of WITH Baltimore and WLEE Richmond, underscored the importance of trade advertising and on-th and other promotion by sta He emphasized the necessity consistency.

Ted Cott, general manag WNBC-AM-FM and WNBT New York, reviewed program as a determinant of "station sonality."

KXYZ EXPANSIO

Nahas Announces Promo

THREE executive appointme KXYZ Houston, effective as o 15, have been announced by Nahas, vice president and g

Mr. Hills

manager of Shamrock B casting Co. promotions part of KX plans for e sion.

Ted Hill veteran of broadcasting dustry for 25 years, elevated f program director to station manager. Ken Bagwell was n program director and Ken D succeeds Mr. Bagwell as pr tion manager.

Mr. Hills, who formerly ma several southwestern radio

Mr. Bagwell

Mr. Dur

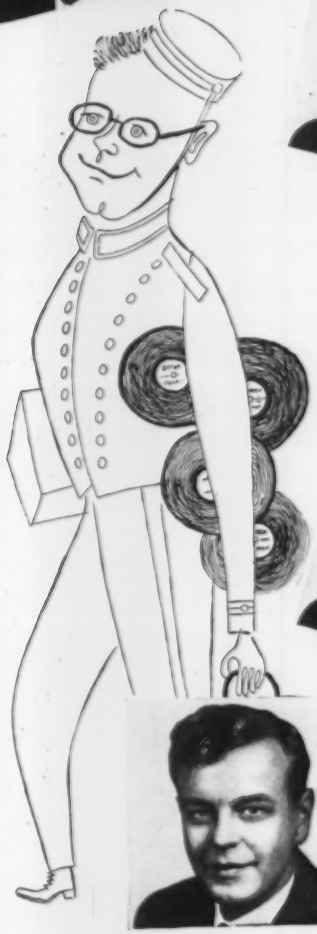
tions, joined KXYZ in 1950 as gram director. Mr. Bagwell j the station as production ma in 1947. He handles ABC's *Se day at the Shamrock*, national work program. Mr. Duran has on KXYZ's engineering staff the past eight years. He also professional musician.

BRYAN, CRUTCHFIELD

Elected by Jefferson Stand

JOSEPH M. BRYAN, presi Jefferson Standard Broadcas Co. (WBT-AM-FM, WBTV (T and first vice president, Jeffe Standard Life Insurance Co., elected chairman of board of Life Insurance Co., Jeffe Standard subsidiary, at a me last week.

Simultaneously Charles Crutchfield, senior vice pres and general manager of station erations, was elected executive president. Mr. Crutchfield, recently served the State Dep Europe and Middle East as ad on radio matters, last Thur conferred with RCA Chair David Sarnoff on over all Voi America activities.



JACK THE BELLBOY
is moving to
WXYZ Detroit

Yes—on February 4th, Jack the Bellboy moves to WXYZ. And all his loyal fans will be moving with him. He's Detroit's number one disc jockey—and the hottest salesman Detroiters have heard in a long time. For example—one of his rare public appearances drew 65,000 people to a Detroit music store! That's the kind of response that made local and national advertisers buy over 10,000 spot announcements on his program last year. It will sell your products too—and sell them *faster*, in the rich Detroit market. Call ABC Spot Sales for time and rates.

DETROIT	*WOodward 3-8321*
NEW YORK	*SUsquehanna 7-5000*
CHICAGO	*ANdover 3-7800*
LOS ANGELES	*NOrmandy 3-3311*
SAN FRANCISCO	*EXbrook 2-6544*

American Broadcasting Company

WXYZ
1270 on your dial
DETROIT
RADIO

30 Years
of
Fitting a Medium
to a Market
WSYR ACUSE
NBC AFFILIATE
Covers ALL
of the Rich
Central N.Y. Market
Write, Wire, Phone
or
Ask Headley-Reed

30 Years
of
Fitting a Medium
to a Market
WSYR ACUSE
NBC AFFILIATE
Covers ALL
of the Rich
entral N.Y. Market
Write, Wire, Phone
or
Ask Headley-Reed

AMONG THOSE attending the annual meeting of Montana Radio Stations Inc. held in Helena Jan. 20 were (l to r): Joe Wilkins, KFBB Great Falls; Don Treloar, KGEZ Kalispell; Art Mosby, KGVO Missoula and KANA Anaconda, and Ed Krebsbach, KGCX Sidney.

FT. INDUSTRY

Schofield Appointment Is Announced

CREATION of a sales promotion-advertising-research department within the Fort Industry Co. under Arthur C. Schofield as sales promotion and advertising manager was announced last week by Lee B. Wailes, executive vice president.

Mr. Wailes' own promotion to executive vice president was reported a week ago [CLOSED CIRCUIT, Jan. 28]. He had been operating vice president of Fort Industry.

Mr. Schofield goes to his new post from the Paul H. Raymer Co., station representation firm, where he was director of promotion and research. At Fort Industry he will have offices in the company's New York headquarters and will report directly to Tom Harker, vice president and national sales director.

In announcing the appointment, Mr. Wailes said:

"Although we have long maintained a promotion-advertising department in each of our stations, the need for greater coordination of effort has grown apparent as the Fort Industry Co. widened its objectives.

Need For Sales Promotion

"With television stations WSPD-TV Toledo, WAGA-TV Atlanta, WJBK-TV Detroit and KEYL (TV) San Antonio, and radio stations WSPD Toledo, WAGA Atlanta, WWVA Wheeling, WJBK Detroit, WSAI Cincinnati, WGBS Miami and WMMN Fairmont, W. Va., on the air, we believe the time for aggressive sales promotion has arrived.

"The new department will not replace but, instead, strengthen and supplement the promotion activities of the individual stations."

Mr. Schofield was director of advertising and sales promotion for DuMont TV Network before joining the Raymer organization. Before that, he held similar positions with WFIL and KYW Philadelphia.

He is well known as a luncheon and after-dinner speaker, having addressed some 500 business and professional organizations during the past five years. He has won 12 national awards for sales and audience promotion—an award, in fact, for every entry he has submitted.

His new duties with Fort Industry will include, apart from preparing presentations and research market data, conferring with and presenting his findings to agencies and national advertisers.

TWO JOIN WOKE

Quinn, Sorrell Named

HARRY C. WEAVER, president and general manager of WOKE Oak Ridge, Tenn., has announced that two new additions have been made to the station's staff. Richard S. Quinn, sales staff of WNOX Knoxville, has been appointed WOKE's commercial manager. William E. Sorrell, who joins WOKE from WKGN Knoxville, takes over as program and sports director.

Mr. Quinn, prior to his career in radio, was on the sales staff of the *Knoxville Journal*. He served in the Army Airways Communication Service during World War II.

Mr. Sorrell, a graduate of Michigan State College, began announcing sports events at Michigan stations while he was completing his education. At WKGN, he specialized in play-by-play for the Knoxville Smokies and all football and baseball for the Knoxville High School. He is currently doing the play-by-play for basketball at WGAP Maryville, Tenn., on a parttime basis pending FCC decision on WOKE's application for full time operation in Oak Ridge.

Mr. Quinn

Mr. Sorrell

WORC Worcester, Mass., plans to ask FCC for change from directional to non-directional operation daytime. WORC is on 1310 kc with 1 kw full-time, directional.

MONT. STATIONS

Elect Cooney, Nybo, Penwell

ED COONEY, KOPR Butte, Mont., was elected president of the Montana Radio Stations Inc. at its annual meeting Jan. 20 in Helena. Ken Nybo, KBMY Billings, and Norman Penwell, KBMN Bozeman, were elected vice president and secretary-treasurer, respectively, for the coming year. Nineteen member stations attended the session.

Montana Assistant Attorney General Charles Huppe spoke to the group on libel and slander laws as they pertain to radio broadcasting. Four faculty members from Montana State U. were on hand to report on a proposed operator-announcer course at the school. It is expected such a course will be added to the program in the near future.

Organization went on record as unanimously approving the all-radio "Get Out the Vote" campaign, originated by Joe Wilkins, KFBB Great Falls [B•T, Jan. 14].

Art Mosby, KGVO Missoula-KANA Anaconda, was empowered to draft a resolution to Montana Senators in opposition to the Benton bill in Congress.

Stations represented at the meeting:

KGEZ Kalispell, KGVO Missoula, KANA Anaconda, KOPR Butte, KBOW Butte, KCAP Helena, KFBB Great Falls, KXLJ Helena, KXLO Lewistown, KOJM Havre, KIYI Shelby, KPRK Livingston, KBMY Billings, KOOK Billings, KRJF Miles City, KBMN Bozeman, KXLK Great Falls, KXGN Glendive, KGCX Sidney.

upcoming

Feb. 4-6: Maritime Broadcasters Assn. meeting, Fort Cumberland Hotel, Amherst, Nova Scotia.

Feb. 5: House Interstate & Foreign Commerce Committe resumes consideration of S 658 (McFarland Bill) to amend the Communications Act of 1934. Closed session. Washington.

Feb. 5-7: Radio-Television Mfrs. Assn., mid-winter conference, Roosevelt Hotel, New York.

Feb. 6: Senate Interstate & Foreign Commerce Committee hearing resumes on S 2444 to prohibit distilled spirits (hard liquor) on radio-TV. 10 a.m., Caucus Room, Senate Office Bldg., Washington.

Feb. 7: California State Radio and Television Broadcasters Assn. annual membership meeting, Hollywood Roosevelt Hotel, Hollywood, Calif.

Feb. 8: NPA-Industry Color TV Conference, 10 a.m., new GAO Bldg., Washington.

Feb. 8-9: Sixth annual Radio News Short Course, School of Journalism, U. of Minnesota, Minneapolis.

Feb. 9: N. Y. State Chapter, American Women in Radio & Television, all-day conference, Astor Hotel, New York.

Feb. 9-10: Western division, American Women in Radio and Television, first annual conference, Hotel Manor, San Diego, Calif.

Feb. 10-12: District 1, Advertising Federation of America, Hotel Kimball, Springfield, Mass.

Feb. 11: British Columbia Assn. of Broadcasters meeting, Hotel Vancouver, Vancouver, B. C.

Now! WBAL Offers a Mighty Advertising-Merchandising Plan!

"Operation Chain Action"

Strike *twice* at your customer with WBAL'S unique OPERATION CHAIN-ACTION—at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores coupled with the unequalled power of radio advertising for mass selling. Give your product's advertising that *needed, doubled-barrelled* impact with CHAIN-ACTION. Complete details on request.

50,000 WATTS

WBAL

NBC IN MARYLAND

NATIONALLY REPRESENTED BY

EDWARD PETRY & CO.

CANADIAN ASSOCIATION OF BROADCASTERS

C A B

Looking For Something New?

A market with money to spend--CASH?

In the last ten years, Canada's Gross National Product has increased by 160%. Population has risen 22%, and Retail Sales an astounding 290%!

As a market for you we're a natural. We've lived next door to you about as long as you've been living in America; we both laugh at the same jokes, enjoy the same radio programmes. More important, we have the same shopping and buying habits.

And most of us live within 200 miles of your northern border! Admittedly, we're spread out over a wide area and divided into industrial and agricultural communities—but that's no obstacle to selling in Canada. Great distances are nothing to Radio.

With a radio in 94% of all Canadian homes—but television in relatively few—your voice is sure to be heard—by people who *want* to buy your goods. And *can*.

Radio is Canada's most welcome salesman—he has your customer's ear right now!

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

COST ALLOWANCES

Administration Readies Fight

A RENEWED fight for stronger economic controls was being mapped in administration circles last week.

At the same time there were indications that President Truman had raised the white flag of surrender in his battle to repeal the advertising-selling cost allowance formula engineered by Sen. Homer Capehart (R-Ind.) and written into the Defense Production Act last summer.

Administration strategy, it now appears, will be directed at forestalling any moves to extend the cutoff dates on the Capehart amendment beyond July 26, 1951.

The Defense Production Act expires June 30 but the 82d Congress is expected to review the entire economic control picture before it adjourns prior to next summer's political conventions.

After little or no activity on administration and OPS fronts late last year, manufacturers finally were given the option of computing costs for advertising, selling, administration, labor and research from the start of the Korean war on June 24, 1950, to July 26, 1951, and adding them to the final selling price. New pricing regulations became effective Dec. 19, 1951.

The White House position on the Capehart battle front was indicated Jan. 25 by Joseph Short, Presidential radio-press secretary:

"The increases under the Capehart amendment already have gone into effect. Nothing can be done about them. What has been done cannot be undone."

Hold Formula Inflationary

Mr. Truman and other administration officials have repeatedly scored the formula as inflationary. But advertising and press leaders have supported it on grounds that no provision previously had been made for advertising and other costs.

Other critics have held that the administration proposal—it passed the Senate and was bottled up in the House Rules Committee before Congressional recess last fall—would lay the groundwork for control of broadcast and other media advertising budget [B•T, Oct. 29, 15, 8, 1, Sept. 24, 1951].

Little action is expected by the House Rules Committee, which comprises a coalition of Southern Democrats and Republicans. But the issue is expected to arise in either the Senate or House Banking Committees in any deliberations on the controls law. The administration reportedly is working on an alternative control plan touching on the Capehart amendment.

The Capehart formula has been applied to some industries, with manufacturers taking advantage of its benefits. Radio-TV set manufacturers are not affected, awaiting issuance from OPS of tailored regulations [B•T, Jan. 21]. The same holds true for phonograph record producers. Radio-TV receivers in most cases have been selling at below-ceiling prices.

Harbinger of the administration's tack was seen in the appearance of retiring Price Stabilizer Michael DiSalle last Monday before the Joint Congressional Committee on the Economic Report. He charged that Congress "weakened controls" last year by adopting the Capehart amendment and called for a "stronger" price control law.

The administration's strategy apparently anticipates a continued fight by Sen. Capehart to provide for even higher prices beyond July 26, 1951, if manufacturers can show that their labor costs have risen. The Indiana Republican offered this proposal as an alternative to the administration plan which, as it now pends before the House Rules Committee, would:

(1) Allow the President to determine the amount of allowable advertising and other costs on an industry-wide basis, rather than on individual cases.

(2) Require the Chief Executive to find that additional costs are "properly allocable" to the production and sales of manufactured products and charges for industrial services.

(3) Permit OPS to include only what the President deems "a reasonable allowance" for "necessary and unavoidable" cost increases.

(4) Allow individual manufacturers to petition OPS for price adjustments "to the extent necessary to relieve financial hardships."

Under new OPS procedure, which made pricing regulations mandatory last Dec. 19 [B•T, Dec. 31, 1951], most of these provisions are now outmoded, the administration has conceded in affect.

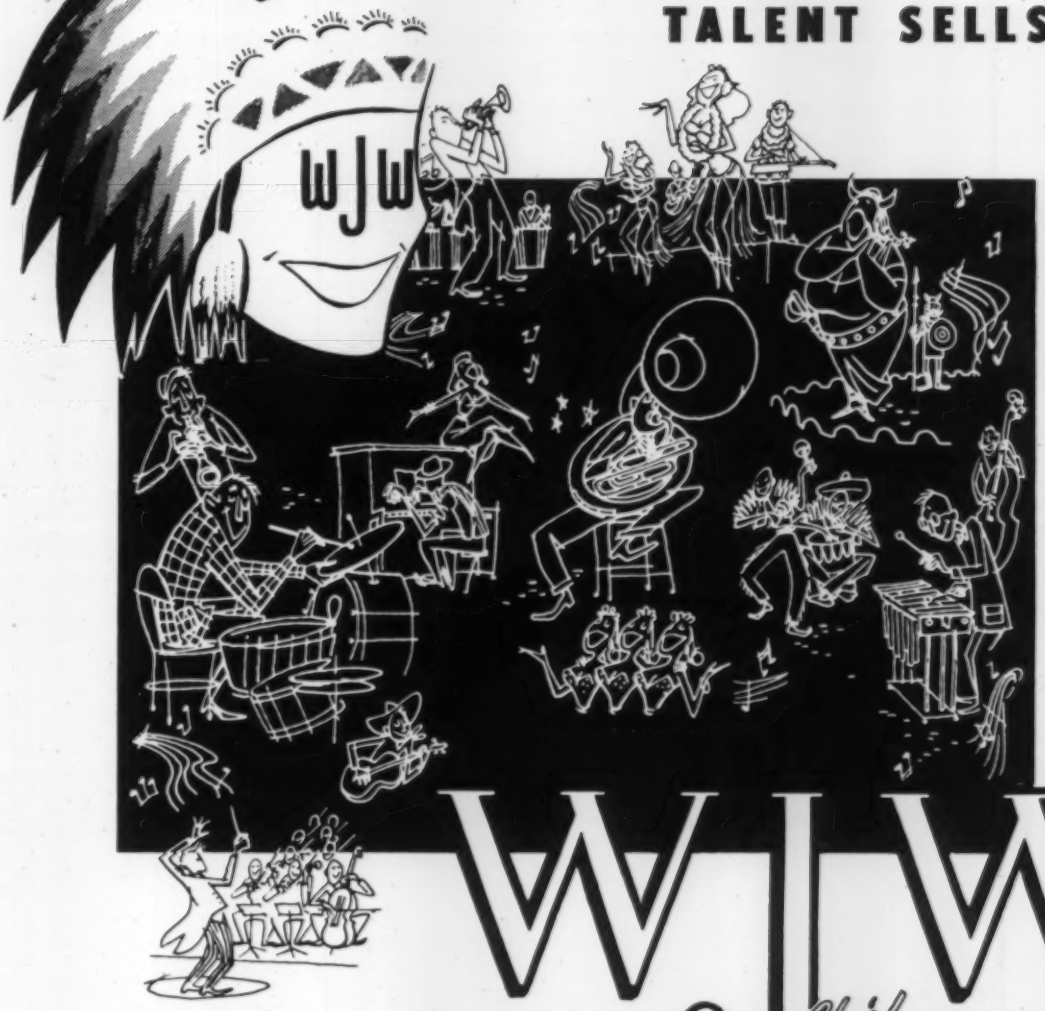
Additionally, under the original administration plan, costs in each industry would have been applied to the highest price during the base period from July 1, 1949, to June 24, 1950. Under current law, the base period is Jan. 1, 1950, to June 24, 1950.

KHMO Labor Vote

AN ELECTION to determine whether all announcers at KHMO Hannibal, Mo., shall be represented by IBEW Local 1272 (AFL) has been ordered by the National Labor Relations Board. The election will be held within 30 days of the order, dated Jan. 18. Two executives of the station—Gene Hoenes, program director, and George Allen Jr., news and farm director—were involved in the case. The board ruled that Mr. Hoenes is a supervisor and Mr. Allen functions in a non-supervisory capacity. Station is licensed to the Courier-Post Pub. Co., publisher of the Hannibal *Courier-Post*.

network

CALIBRE
LOCAL
TALENT SELLS!



WJW

CLEVELAND'S *Chief* STATION

CHIEF SAYS:

Smart advertisers agree; top local talent moves the merchandise!

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

—and Cleveland's top personalities are heard on WJW!

CBS Affiliates

(Continued from page 25)

privately expressed the view that a realignment of the CBS Radio contracts was not essential to that purpose. With all but 32 of its 207 radio affiliates, they noted, CBS Radio has the right to make rate changes substantially at will under present contracts.

CBS Radio network authorities pointed out, meanwhile, that a "considerable number" of those 32 stations with "special" contracts were among the affiliates which already have signed the new forms. They also noted that, of those 32, only about 25 are located in Continental U. S., the rest being in Alaska and the Philippines.

Another change which would be invoked by the new contracts is a staggering of the anniversary dates of the agreements. Whereas current contracts expire at various times throughout the year, most of them would run out on March 1 or April 1, and in some cases on Feb. 1, under the new arrangement.

Although the new forms are not designed to change either the network rates or payments to stations, they do, in connection with the schedules of payments to stations, substitute percentage figures—percentages of "average gross sales per converted hour"—for the dollar terms by which these schedules are expressed in current contracts.

Letters accompanying the new contracts, as they are sent out to stations, emphasize that CBS Radio officials feel rate adjustments now would be premature, on grounds that no up-to-date data on radio values is now available. The change from dollars to percentages in the schedules of payments to affiliates, officials stressed, would not affect the amount of payment affiliates will receive.

At NBC, meanwhile, officials last week still were trying to win over enough key converts to its own controversial rate formula to permit an effectuation of the plan.

Text of the section of the new CBS radio affiliation contract relating to future TV affiliations is as follows:

7. Columbia agrees that in the event it desires to offer television programs or program material or other programs or program material generally to television, short wave or ultra short wave stations, or to other stations not in the regular broadcast band, it will offer the same to any television, short wave or ultra short wave station, or other station not in the regular broadcast band, located in the city in which the station [this means AM station with whom contract is made] is located, which may be owned by or affiliated with the station before offering the same to any other such station located in the city in which the station is located.

The station agrees that in the event it becomes the owner of or affiliated with any television, short wave or ultra short wave station, or other station not in the regular broadcast band, located in the city in which the station is located, no arrangements shall be made involving the supplying to such station of television program material until Columbia shall have been advised of the terms of any such proposed arrangements and shall have been given a reasonable opportunity to enter into similar arrangements with the station upon terms as favorable to Columbia.

CBS ELECTIONS

Technicians Choose IBEW

ABOUT 75% of engineers and technicians at CBS stations have voted to retain the International Brotherhood of Electrical Workers (AFL) as their bargaining unit, turning down representation by the National Assn. of Broadcast Engineers and Technicians (CIO). This was reported Thursday in Chicago where the National Labor Relations Board counted a vote of 616 in favor of IBEW, 177 for NABET and 14 for neither.

Two votes were void and six were challenged, bringing the total to 815 cast out of a possible 844. Engineers and technicians involved are employed at CBS stations in Chicago, New York, Los Angeles, San Francisco, Boston, Minneapolis, St. Louis and Delano, Calif., latter where CBS short wave transmitter is located. IBEW has represented CBS technicians since 1939 [B•T, Jan. 28].

A group of 30 professional engineers employed at CBS general engineering department in New York voted against any union representation, with 17 for neither, 11 for IBEW and none for NABET. The votes were cast Jan. 24 in each locality.

Present at NLRB offices during the counting were George Maher, national executive secretary of NABET, Albert O. Hardy, head of the television, radio and recording division of IBEW, Walter Thompson, president of Chicago Local 1220, IBEW, and Freeman Hurd, IBEW international representative.

NBC ELEVATES TWO

Steel, Clem Take Posts

TWO NEW appointments in NBC radio's advertising and promotion dept. were announced Thursday by Manager Jacob A. Evans.

Pat Steel, supervisor of audience promotion, was named advertising and promotion coordinator and Clyde L. Clem, supervisor of station promotion, was appointed to the post vacated by Mr. Steel.

Mr. Steel has been with the network since November 1947 and before that was with KPLT Paris, Texas.

Mr. Clem, prior to joining NBC in September 1949, served as sales promotion manager of WSOC Charlotte, N. C.

DROPS MUTUAL

KOME Cites Ad Dispute

OWNER of KOME Tulsa, Dr. John E. Brown, announced last week that effective March 1 the affiliation of the station with the Mutual Broadcasting System will be cancelled. Reason for the breach, according to Dr. Brown, was inability to operate KOME consistently with its announced purpose under the Mutual contract. The refusal of the station to carry advertising of alcholic beverages, particularly beer, led to the break with the network.

"We understand that Mutual has sold a large amount of advertising to a beer sponsor and we have been told our affiliation would be terminated unless we agreed to accept this advertising. We cannot be consistent with our announced purposes for KOME as a station of the American home . . . and carry beer advertising," Dr. Brown said.

Mutual spokesman stated there had been differences for some time between the network and its affiliate regarding certain kinds of advertising. According to MBS, KOME was notified Nov. 15 that its affiliation with the network would be cancelled as of March 2 when KAKC will become the Mutual outlet in Tulsa. KOME will continue operation as an independent station.

BAB POSTS

Gilmore, Pecorini Join

APPOINTMENTS of Rudolph Pecorini as research analyst and Araby Gilmore as a presentation writer on the staff of Broadcast Advertising Bureau Inc. were announced Thursday by President William B. Ryan.

In another BAB personnel change, Meg Zahrt, assistant director in the local promotion division, announced she had resigned, effective Feb. 15.

Mr. Pecorini, who reported to BAB Tuesday, has been free-lancing in market and opinion research for the past year and a half, having worked on projects for such groups as Crossley Inc. and Opinion Research Corp. of Princeton.

Miss Gilmore is resigning from CBS Radio Spot Sales to join BAB. She joined the network in 1936 as a program assistant.

Miss Zahrt has been with BAB and its predecessor, Broadcast Advertising Dept. of the National Assn. of Broadcasters, since March 1950, specializing in retail advertising.

Baron Operation

AMOS BARON, general manager, KECA Hollywood, underwent an amputation of his right leg Thursday in St. Luke's Hospital, Pasadena. Surgery was necessary as result of a minor accident three years ago.

Can you guess which is a cow?

IT'S OBVIOUS, ISN'T IT?

IT'S JUST AS OBVIOUS that KHMO is again the *most listened to* station in Hannibaland* This is proved by the June, 1951 Conlan Study of Listening Habits.

240,470 radio families live within the rich Hannibaland* area. The majority of these families are rural . . . these are the people who have most of the money and who buy the most . . . these are the people who listen most to KHMO.

For proof that KHMO is your best buy in Hannibaland* write, wire or phone KHMO or Pearson today.

***HANNIBALAND** . . . the rich 41 county area surrounding Hannibal, Mo., Quincy, Ill., and Keokuk, Iowa.

KHMO

Representative
John E. Pearson Company
●
Mutual Network
Hannibal, Missouri

5000 watts day ● 1000 watts at night

THE NEW MANAGEMENT

OF

WCFL

CHICAGO

50,000 watts on 1000 kc

under the personal direction of

ARTHUR F. HARRE

proudly announces the appointment of

RADIO REPRESENTATIVES, Inc.

as its exclusive national representative

EFFECTIVE IMMEDIATELY

IN NEW YORK	IN CHICAGO	IN LOS ANGELES	IN SAN FRANCISCO
Call	*call*	*call*	*call*
PEGGY STONE	**JOHN NORTH**	HOllywood 9-5408	EXbrook 2-8033
MUrray Hill 8-4342	FInancial 6-0982		

Why WFBR is BIG in Baltimore

This is the top morning show in the Baltimore area. It got that way by offering what listeners want . . . warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of. . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE MD

What Taft Thinks of Radio-TV

(Continued from page 26)

New Deal, which still was a burning question in those days. Not unexpectedly, Sen. Taft took the negative side.

The public response to these broadcasts, especially among constituents of similar views, was so gratifying that Sen. Taft became a firm believer in the power of radio as a campaign weapon.

In 1949, confronted with a well-heeled and determined effort to oust him from his Senate seat, Sen. Taft began making weekly broadcasts that were recorded in the Joint Congressional Recording Facility in the U. S. Capitol and carried by 44 Ohio stations. He thus bombarded the electorate of his home state for 78 consecutive weeks.

As the campaign intensified toward the end of 1950, he opened up with a paid weekly television show, regularly scheduled on Wednesdays in all Ohio TV markets. On the eve of the election, he bought time for 25 TV programs, again statewide, in a saturation campaign that made it easy for voters to wonder whether "Mr. Republican" was trying to annex another title, "Mr. Television."

According to one Taft adviser, the whirlwind radio-TV campaigning was an important factor in Sen. Taft's re-election over his Democratic rival, Joe Ferguson, who was labor's choice to defeat the co-author of the Taft-Hartley Act.

"Radio and television were the only way the Senator was able to cut through the 'censorship' of the labor bosses," the adviser explained last week. By broadcasting, Sen. Taft could reach union members in the sanctuary of their homes, sparing them the possibly hazardous effort of appearing in person at any hall where he might be speaking.

Voice Improvement Noted

Sen. Taft, an admirer of prior planning, can thank fate for its hand in his current campaign. Last December he had to have his tonsils out, and since then, his advisers happily note, his voice has improved.

As one of his devoted lieutenants put it last week: "In his latest broadcasts, the Senator has reached his greatest delivery. His voice is deep, powerful and resonant."

On TV, his campaign advisers believe, the Senator will knock 'em dead.

Even his most devout followers confess that Sen. Taft is not always treated kindly by the still camera, but they assert that when he appears in full animation on the TV screen, the true, real-life Taft comes through. Indeed the candidate himself is confident that both radio and TV can serve him as well as the public handsomely.

"The Senator believes radio and television have altered the traditional methods of political campaigns," an aide said last week, "and that they are in the public interest in that they offer the voters complete information on all issues and the positions taken by the candidates."

Sen. Taft has had his run-ins with radio commentators—as have countless other Presidential candidates and even Presidents.

His news-making difference was with Frank Edwards, AFL news commentator, who broadcasts on MBS. Sen. Taft and his associates were incensed by alleged continual political attacks by Mr. Edwards against Sen. Taft when the latter was standing for re-election in Ohio in the now-famous 1950 campaign.

Mr. Edwards' role in that campaign came up again in a Senate elections sub-committee probing the 1950 campaign some weeks past. In his appearance before the subcommittee, Sen. Taft himself pointed up the broadcasts by Mr. Edwards. The investigation was conducted into campaign expenditures of candidates Taft and Ferguson.

Sen. Taft has an indirect relationship to the business of broadcasting. While not himself actively engaged in the business, Sen. Taft's family has interests. His second cousin, Hulbert Taft Jr., is vice president of Radio Cincinnati Inc., operator of WKRC-AM-FM-TV Cincinnati. The Cincinnati *Times-Star* has half the voting stock in the radio properties and Sen. Taft has a small non-voting stock holding in the newspaper. He is neither active in the newspaper nor in operation or policy of the radio properties.

NARTB Ballots

(Continued from page 28)

WCOV Montgomery, Ala.; A. E. Spokes, WJOY Burlington, Vt.; Gene Trace, WBBW Youngstown, Ohio; and Charles C. Warren, WCMI Ashland, Ky.

Director-at-Large for FM Stations: R. M. Brown, KPOJ-FM Portland, Ore.; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Gerald Harrison, WMAS-FM Springfield, Mass.; James Hicks, WCOS-FM Columbia, S. C.; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; and Earl W. Winger, WDOD-FM Chattanooga, Tenn.

District Directors: E. R. Vadeboncoeur, WSYR Syracuse, N. Y., District 2; Harold Essex, WSJS, Winston-Salem, N. C., District 4; Henry B. Clay, KWKH Shreveport, La., and F. C. Sowell, WLAC Nashville, Tenn., District 6; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., District 8; Frank Fogarty, WOW Omaha, Neb., and E. K. Hartenbower, KCMO Kansas City, Mo., District 10; John Esau, KTUL Tulsa, Okla., and Jack Todd, KAKE Wichita, Kan., District 12; William C. Grove, KFBC Cheyenne, Wyo., and Walter E. Wagstaff, KIDO Boise, Ida., District 14; and Albert D. Johnson, KOY Phoenix, Ariz., District 16.

TALENT MERGERS

Proposals Under Study

SCIENTIFIC study of merger proposals, raised for all members of Associated Actors and Artists of America and to be executed through labor research groups at Cornell and the U. of California at Los Angeles, were well in progress last week, with researchers interviewing leaders of all AAAA units involved.

Meanwhile, constitution committee of Television Authority met its Jan. 31 deadline for drafting a document for merger of TVA with the American Federation of Radio Artists, TVA Executive Secretary George Heller reported. Membership meetings to discuss the draft will be called by both unions during February, he explained, with a referendum of all radio and television artists to be conducted between March 1 and April 1. When the July 1 deadline for merger of all AAAA members arrives, the two broadcasting units will, in case total merger plans collapse, be in a position to effect immediate juncture.

AWRT MEETING

Coy Expected to Attend

FCC CHAIRMAN Wayne Coy is among distinguished visitors expected at the first annual conference of the western division of American Women in Radio and Television Feb. 9-10 in San Diego.

Delegates from 11 western states and Alaska and Hawaii are to attend the conference in Hotel Manor, home of KCBQ San Diego. Conference will open Saturday with a dinner, to be followed by a business meeting Sunday morning.

LAST CALL FOR NOMINATIONS!

1952 SIGMA DELTA CHI AWARDS

FOR 1951 ACHIEVEMENTS

Deadline — February 11, 1952

- Radio Newswriting • Radio-TV Reporting
- Public Service in Radio Journalism
- Public Service in Magazine Journalism
- Public Service in Newspaper Journalism
- Research About Journalism • News Picture
- General Reporting • Editorial Writing
- Washington Correspondence • Editorial Cartooning
- Foreign Correspondence • Magazine Reporting

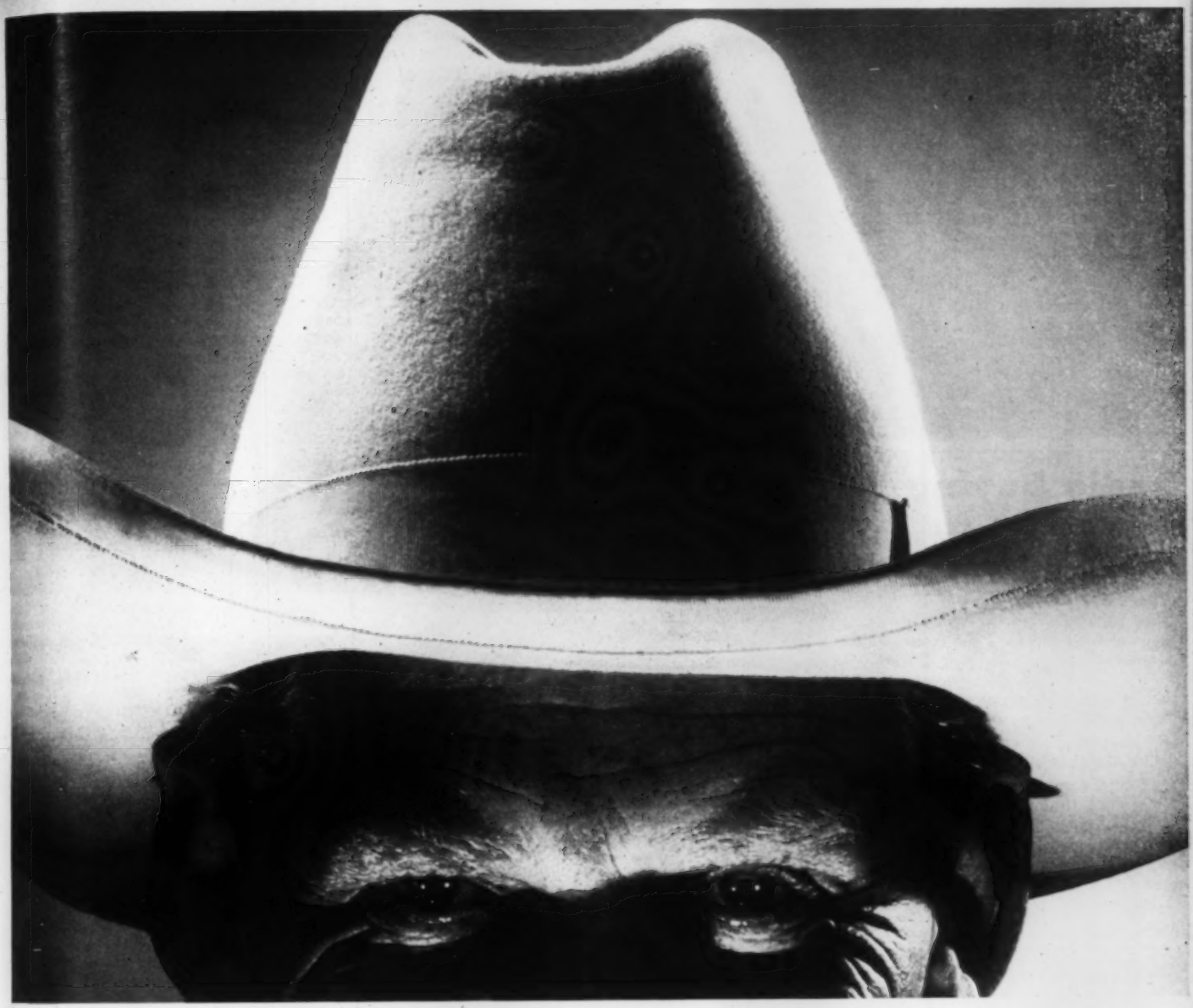
No Nomination Forms — Send recording, script, details

FORWARD ENTRIES TO VICTOR E. BLUEDORN

SIGMA DELTA CHI AWARDS IN JOURNALISM

35 EAST WACKER DRIVE

CHICAGO 1, ILLINOIS



TOP COVERAGE ... to corral top Western sales!

No other network ... no other medium ... gives you the mass coverage of the rich, fast-growing West delivered by NBC Western Network!

How do you reach the most people ... for the least money ... in the fabulous Pacific Coast market? There's just one answer: buying radio time on the NBC Western Network. *Yes, costs per thousand on NBC Western Network are lower than for any network serving this great market!*

And the most recent figures prove that—day or night—your advertising message on NBC Western Network reaches more radio homes than are reached by any other network.

Sell *your* product or service to the fast-growing, fast-buying millions in the West over the NBC Western Network. For complete details, consult your nearest NBC Sales Office today.

NBC

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

WOR Merger Effected

(Continued from page 30)

this indicates continued, if not increased, mass radio audiences for New York radio for the future.

Titled "The New York Radio Audience—Today and Tomorrow," the study is based on Pulse and Advertest studies, with a special Pulse survey made for WOR last November among 2,100 radio families in Metropolitan New York.

Findings reported by WOR as of last November, include:

● 3,138,600 families (90.1%) listen to the radio each week, day or night, with 2,961,000 (85.0%) listening in the daytime and 2,828,600 (81.2%) in the evening hours.

● 84.5% of TV families listen to radio each week, compared to 98.4% of radio-only homes, with 78.5% TV and 94.9% radio-only listening in the daytime, 71.3% of TV and 96.0% of radio-only listening at night.

● 2,455,900 families (70.5%) listen on an average day, day or night, with 2,166,700 (62.2%) listening during the daytime, 2,173,700 (62.4%) at night.

● 60.6% of TV families listen during an average day, day or night, compared to 85.1% of radio-only families listening, with 54.3% of TV and 74.1% of radio-only families listening during the daytime, 52.3% TV and 77.4% radio-only homes listening at night.

● Pulse figures for October-December 1951 showed 773,700 families as the average daily radio audience in metropolitan New York, 5.3% greater than the average audience of 734,700 families in the like period of 1946, when there were less than 14,000 TV sets in the area. Increase was attributed by WOR to a 16% increase in the number of radio families in the area (which the station notes is "a factor which ratings and sets-in-use statistics fail to take into account") and to increased morning listening which in some part offsets the drop in the evening audience.

Over the last five years, the morning radio audience (6 a.m. to noon) has expanded 43%, the afternoon audience (noon to 6 p.m.) 15%, while the evening audience (6 p.m. to midnight) has dropped 17%, WOR stated. However, the station pointed out, the dip in the early evening hours (6-8 p.m.) amounts to less than 3%, and, "even with a decline of 24% between 8 p.m. and midnight, New York radio delivers an average audience of 735,000 families in these hours."

The General Tire radio-TV properties include, in addition to the WOR stations, the Yankee and the Don Lee Networks. In the merger, R. H. Macy & Co., former owner of WOR-AM-FM-TV, received $3,850,000 plus a 10% interest in the newly unified broadcasting company. Further, Macy interests have not sold WOR land, buildings or equipment, but is leasing them to Thomas S. Lee Enterprises Inc., General Tire's radio-TV subsidiary, for 25 years at $315,000 per year. After 25 years rental drops to $78,750 annually. Options to purchase also are included in the agreement, approved by FCC in mid-January [B•T, Jan. 21].

Advertisement

Radio Buying Trends Shown In New Study

Printers' Ink report gives media activity of 222 key advertisers

TWO HUNDRED and twenty-two companies set the pace for radio advertising during the past 15 years. These 222 firms alone accounted for 90% of all the network time bought in that period! (And, of course, they are blue-chip accounts for national spot.)

What's more, they bought 59% of *all* the national advertising in the six media: network radio, network TV, newspapers, magazines, newspaper supplements and farm publications.

These are some of the facts revealed in a new study that we published recently, called "How The 'Millionaires' Advertise." (We call these 222 companies "millionaires" because each one of them invested a million dollars or more in six media in one or more of the past 15 years).

What we did was to collect the best available statistics and research on these big advertisers. Next we sifted and analyzed this information to see what trends and facts would show up.

Then we put our findings together—in simple charts and text—to show (for example): how these companies split their budgets from 1936-1950; which industries put the most money in which media; how their investments vary over the years; what the really significant buying trends are.

In other words, you see who bought how much —and *where*.

Bob Kenyon

As far as we know, the information in this study has never before been presented or interpreted this way. We prepared "How The 'Millionaires' Advertise" as a service to our readers (the buyers of advertising) and to our customers (the sellers of advertising).

And since its publication, we've had hundreds of requests for extra copies of the issues in which it appeared. (One radio network bought a complete set for *every one* of the Division Managers and Sales Managers of its Radio Spot Sales Division.)

In fact, the demand has been so great that we went out of print.

So, we've prepared reprints of the entire series. It runs to 24 pages. And it sells for $1.00 (cash with order, please).

Don't you think that you and your associates and your sales staff could find a wealth of information in this study to help you sell more time to the 222 advertising millionaires of America?

Have your secretary send us your dollar today, so that you can start getting the benefit of this information right away. Ask for "How The 'Millionaires' Advertise."

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

AFA 'MAGIC KEY' FILM

Widely Shown in Oklahoma

AMERICAN Federation of Advertisers' film, "Magic Key," which shows the force of advertising in free enterprise, currently is being shown throughout Oklahoma. Credit for wide acceptance of the film reportedly may be traced to Jim Willis, vice president, Oklahoma City Adv. Club, and efforts of the club.

In addition to showings before schools and civic clubs, the film was featured on a regular weekly program over WKY-TV Oklahoma City. Mr. Willis, local time salesman for WKY-TV, has handled bookings of the film.

Forms New Units

IN MOVE which separates ABC Western Division sales service into two units, Mae Dene Ellis, sales service supervisor, has been named sales service manager of ABC-TV. Marion Russell, sales service assistant, elevated to sales service manager, ABC Radio.

Radio Alert Plan

(Continued from page 30)

ceive the official concurrence of the Secretary of Defense and the chairman of the National Security Resources Board.

(2) The FCC (either the Chairman or a duly designated representative), Secretary of Defense and other government departments or agencies may issue appropriate rules and regulations and take other action looking toward effective operation of the plan. The Secretary of Defense and other agencies also may appoint designated representatives.

(3) The FCC is authorized to appoint advisory committees to assist the Commission in the performance of its duties on the plan.

FCC has set Feb. 15 as the deadline for comments on its proposed rules for RACES—Radio Amateur Communication Emergency Service. Specified frequencies were issued by the Commission in January 1951.

FCC to Watch Budget

The FCC will be keeping a watchful eye for the ultimate fate of a requested $3,627,035 for field engineering and monitoring activities for fiscal 1953. A $1 million-plus increase is sought on the basis of "defense-related needs for a strengthened radio-monitoring and direction-finding program, including control of electromagnetic radiation" [B•T, Jan. 28].

President Truman's original CD blueprint, envisioning broadcasters as alert "sentinels," was issued over a year ago [B•T, Sept. 25, 1950]. FCDA late last year decided to split the communications followup into two parts, because of the delay on the broadcast phase.

The first of these, issued the past fortnight, supplies data to civil defense officials responsible for planning, procuring and installing public warning systems.

Because of the cost of installing a high-intensity sound wave siren system, FCDA said, it will be necessary for people to condition themselves to signals of only reasonable loudness. Recognition of these signals can be developed only by staging practice alerts, according to the manual.

The booklet covers such topics as location of warning devices, maintenance, protection from sabotage, parts replacements and auxiliary devices and power. It may be obtained from the U. S. Government Printing Office for 15¢.

Nelson Heads SCBA

J. NORMAN NELSON was named managing director of Southern California Broadcasters Assn. at a special board meeting Thursday night. He succeeds Robert J. McAndrews, who resigned in December to become commercial and promotion manager KBIG Avalon, Calif., which starts operating in April. Mr. Nelson was ABC Western Division sales promotion manager.

WERE NEWS SERVICE VITAL TO NORTHEASTERN OHIO

ROBERT WASS News Director . . . Special Events . . . fifteen years experience makes his news job the most-listened-to in Cleveland . . . 15 years (radio news)

WAYNE JOHNSON
Newscaster . . . "voice of the news" in Cleveland . . . 6 years (radio news)

JERRY BOWMAN
Newscaster . . . re-write man . . . 15 years (radio news)

MARTY WHELAN
City Hall Reporter . . . local news man.

BOB WEST
Reporter . . . Feature Writer charge of night news

17 Newscasts every day • All news re-written & processed • Associated Press & International News Service • Police-Fire Dept. Radio • Mobile unit • Telephone 'beeper' system for on-the-air interviews.

The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC

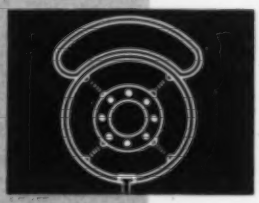
CLEVELAND, OHIO

WERE

VITAL TO NORTHEASTERN OHIO

The past is but a

prologue to the future



The emblem at the left symbolizes a quarter-century of service . . . PUBLIC SERVICE . . . which has ever been the watchword of the FORT INDUSTRY COMPANY since its founding in 1927.

Although FORT INDUSTRY has grown in size and number of stations, the fundamental concept remains as purposeful today as 25 years ago . . . to serve the best interests of the public. This has been accomplished by plowing back nearly 75% of its earnings to improve its radio stations and develop television.

The response to and acceptance of the FORT INDUSTRY stations proves the soundness of this policy. "Broadcasting in the public interest" will always be FORT INDUSTRY'S number one responsibility and greatest asset.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga.
WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:

488 Madison Ave., New York 22, ELdorado 5-2455 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

editorial

Out on Bond

SEN. ED JOHNSON'S introduction of a legislative amendment that would remove many of the anxieties connected with political broadcasting comes at a most timely moment.

Without such a change in the existing law, broadcasters must face the approaching political campaigns, which promise to be among the more ferocious of recent history, in the same be-damned-if-you-do and be-damned-if-you-don't status that they have uncomfortably occupied since 1934 when the Communications Act was written.

As now composed, Section 315 of the act prohibits broadcasters from censoring anything —including libel—out of a political candidate's broadcast, but it provides no protection at all for whatever legal consequences ensue.

Sen. Johnson's amendment would furnish protection by requiring candidates or their spokesmen to post a bond and by limiting any libel suit that might subsequently be filed against a broadcaster to damages in the amount of the bond. The question as to whether it is lawfully possible to write that kind of limited liability for a particular class of citizen, in this case the broadcaster, is one that attorneys may want to argue. But in essence, we believe, Sen. Johnson is certainly on the right track.

Every effort must be made to bring this legislation to hearing (which would be conducted before Sen. Johnson's own Interstate and Foreign Commerce Committee) as soon as possible, with the hope of correcting the law before the full vigor of the 1952 campaigns is developed.

The Senator deserves the broadcasters' thanks for introducing the needed legislation, and, more significantly, their most complete support in pushing it through the Congress.

Toward a Stronger 'Voice'

THE TWIN phenomena of World War II—for good or for evil—were the atom bomb and psychological warfare. The atom bomb ended hostilities. The war of words has never even abated; it has intensified.

Our psychological warfare program is wrapped up, broadly, in the Voice of America. Russia's outlay for propaganda, we're told, runs $1.5 billion—or about 15 times what we're spending.

This propaganda activity is a rough business. Everybody's an expert. You can start a talkathon in Congress by mere mention of it. Just recently it has begun to take on an aura of respect. That's because the Voice and associated activities have begun to penetrate and irritate the Iron Curtainites.

While there's still acrimony aplenty on the Hill, the transition from what existed just a couple of years ago is revealing. This turn can be attributed to the work primarily of one man—Edward W. Barrett, who has resigned as assistant secretary of state in charge of Voice affairs after two arduous years. His was a heroic accomplishment. He leaves the State Dept.'s external operations far better than he found them. His legacy is approval of a separation of the functions—an administrator of International Information who reports directly to the Secretary of State, and an assistant secretary of state for public affairs.

There are those who argue for a separate propaganda agency, responsible to the President, with a head of cabinet rank. Unlike the Soviet, where all originates in the Kremlin, it would appear impossible in our democracy to isolate the propaganda office from the "Foreign Office" or State Dept.

What is needed is greater recognition by Congress of the importance of psychological activities. Atomic energy is handled by a high level joint committee of both House and Senate. Secrets are kept. There's no bickering on the floor about its activities, no smears that make a mockery of our efforts in the eyes of those we're trying to sell abroad on our sincerity and zeal for world peace.

There should be a Joint Committee of Congress for Psychological Warfare. It should be manned by senior members of Senate and House—those handling appropriations and ways and means.

Then, we think, most of our internal troubles about our external operations would end.

Knockout Count

IT IS GRATIFYNG to observe that some people have quit counting radio out and are beginning to count it up.

It counts up to a pretty fabulous figure, as the report of the Joint Radio Network Committee last week showed.

The committee says there are 105,300,000 radio sets in America, 9,300,000 more than there were a year ago. These sets are distributed in some very interesting places.

Some 34,000,000 of them are secondary or portable sets, in homes that also have primary sets. Secondary set listening (in kitchen, bedroom, etc.) isn't affected much by television (in those areas that *have* TV), and portable set listening isn't affected at all.

Some 23,500,000 of them are in automobiles. Television provides no competition whatever to car radios.

The 34,000,000 secondary or portable sets plus the 23,500,000 car radios add up to 57,500,000. Just for the hell of it, let's forget entirely about the other 47,800,000 sets that make up the 105,300,000 total and think for a moment about those 57,500,000 that aren't in the same room or even in the same vicinity with television. (At this time, of course, a tremendous number of other sets are in places beyond reach of any TV signal, but we don't know exactly how many of these there are.)

It's interesting to note that there are more secondary, portable and car radios in use than there are newspaper copies sold daily in the entire country. *Editor & Publisher* estimates that total circulation of all U. S. dailies is around 54,000,000. In short, you can completely dismiss almost half of all the radio sets in the country—the half that may be considered "primary" sets—and radio's circulation still beats the newspapers' by more than three million.

Now of course it is impossible to ignore those other 47,800,000 radio sets, no matter how hard anyone tries. About 900,000 of them were purchased within the past year by folks who were setting up new households. Presumably, they bought the radios to listen to, since radio receivers have little other purpose that we know of.

All 47,800,000 are in working condition, a fact which strengthens our belief that people are not letting their radios fall into disuse.

Five million of these sets are in institutions, dormitories, barracks and "other places," according to the network committee, but the other 42,800,000 are the primary sets in the 95.6% of all U. S. homes that are radio-equipped. Anybody know what percentage of all U. S. homes take newspapers or magazines? Anybody want to bet against our statement that in both cases it's a lot less than 95.6%?

our respects to:

NORMAN ASHLEY THOMAS

EARL WILLIAM WINGER

CHATTANOOGA is a city of feverish activity these days, pointing up the frenzied vitality of the Tennessee Valley Authority and the great Atomic City at nearby Oak Ridge.

But for two southern radio pioneers, TVA conjures visions of another booming industry sharply distinct from defense pursuits.

Looking back over 27 years of rewarding association in the commercial radio field, Pioneers Earl Winger and Norman Thomas can take understandable pride in accomplishments accrued to WDOD, of which they are co-owners.

While they are proud to be in the heart of the TVA development, their next immediate goal is to establish Chattanooga as the TV center of the great valley. Like many another restless broadcaster, Messrs. Winger and Thomas eagerly await the lifting of the freeze by FCC with which WDOD has filed a television application.

The city is video-less at present, but these two pioneers, lifelong friends since the early 1900's, predict unlimited opportunities for the burgeoning industry there.

In looking ahead to television, they would like to tackle what they have already accomplished in radio—bring entertainment, information and public service to this growing community.

The team of Winger and Thomas did, in fact, literally "grow up" in Chattanooga radio, with resulting profit to both, but this is only part of the story. In the process they schooled a host of radio executives, coast to coast, reading like part of a broadcasting "Who's Who."

The association of Earl William Winger and Norman Ashley Thomas actually began in Marietta, Ohio, nearly a score of years before commercial radio came to the American scene.

Norm Thomas was born in Marietta Jan. 25, 1901, and Earl Winger in Pennsylvania May 5, 1899. The latter moved to Marietta in childhood and soon he and the other youth became good neighbors.

It was then that the groundwork was laid for two parallel radio careers. They experimented with wireless telegraphy, communicating with each other in their respective homes.

Mr. Thomas received his early schooling at Marietta College and his friendship was temporarily interrupted when Mr. Winger and his family moved to Chattanooga, where the

(Continued on page 54)

In the eyes of Arle Haeberle...

About Arle Haeberle of WTCN

Personally tries everything she sells . . . more than foods, she covers all fields of women's interests . . . sells civic projects to housewives . . . from symphony . . . to Legion Auxiliary . . . to dolls for poor kids . . . to Red Cross . . . to Hospital Benefits . . . to flower clubs . . . to all church groups . . . to community theatres . . . to lunch clubs.

Over 50 groups ask her help and get it. Their memberships get their news from Arle. They try to make her president of everything.

. . . And yet . . . a common sense approach to advertising problems!

Products are like children: Special Development Is Often Needed To Bring Them Out!

In the *Minneapolis-St. Paul Market* the ability of Arle Haeberle to "mother" new products, to work with Agency and the Advertiser's sales force is unique in Radio Selling.

Her morning show . . . *Around the Town* . . . on WTCN Radio has built a list of 7000 housewives who help Arle by trying products and "telling Arle about them"!

More than a box-top miner . . . her interest extends beyond good delivery of a commercial. For the advertiser who wants to pre-test a market, Arle Haeberle delivers a whopping big bargain.

If this kind of plus sounds like what the doctor ordered for your problem product . . . ask our man in your reception room to come in!

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN-Radio

and WTCN-TV MINNEAPOLIS—ST. PAUL

Town Crier of the Northwest

National Representatives FREE AND PETERS

front office

D. E. (TONY) PROVOST, vice president and general manager of Hearst radio operations, elected director of KING AM-FM-TV Seattle. Hearst, through the Seattle *Post Intelligencer*, holds 25% interest in KING properties.

NEAL SMITH, sales manager and account executive, WLW Cincinnati, to WCOL Columbus, Ohio, as station manager.

Mr. Smith

TOM GARTEN, commercial manager, WSAZ Huntington, W. Va., appointed station manager. **JAMES H. FERGUSON,** program director, moves to WSAZ-TV as director of sales.

HUGH B. LARUE, sales manager, Aloha Network, Hawaii, named account executive at WNBC New York.

WILLIAM KIEWEL appointed station manager at KROX Crookston, Minn., replacing **GARY FOX,** who moves to station's sales department.

PETER M. SOUTTER appointed an account executive in sales department of DuMont Television Network, N. Y.

CLARENCE H. BRACEY, general commercial manager, WHOO Orlando, Fla., to staff of ABC Television Spot Sales.

CHARLES BENNETT, program director, KCSB San Bernardino, Calif., promoted to station manager.

HERBERT MARTIN, Jr. named sales manager, WSGN and WSGN-AM Birmingham, Ala.; **B. W. RANDA** appointed manager of general sales, and **OTIS DODGE** has been added to the station's sales staff.

More POWER to you
WINS NOW
50,000 WATTS
Day and NIGHT!
Now WINS offers a powerful 50,000 watts around the clock. This means still greater coverage— an even better signal— another reason why...
1010 WINS!
WINS
Buy WINS ...it Sells!
50,000 WATTS
DAY AND NIGHT... NEW YORK
CROSLEY BROADCASTING CORPORATION

AL HORRIGAN, news editor, WBYS Canton, Ill., named station manag succeeding the late **BILLY RICHARDSON** who was fatally injured in a automobile accident Dec. 10 [B•T, Dec. 24, 1951].

GEORGE P. MOORE, director of sales, WLWT (TV) Cincinnati, WLTV (TV) Atlanta as general sales manager.

Mr. Moore

PHIL BALDWIN, assistant manager, CKNW Ne Westminster, B. C., elected director of Vancouver Ad vertising Club.

EDWARD BLEIER, program and audience promotio department, DuMont TV Network, N. Y., to local spo sales department of WJZ-TV same city, as accou executive.

STUART V. WEISSMAN, assistant to sales manage WOR New York, named to sales staff. Succeedin Mr. Weissman as sales manager's assistant is **ROLLIN BOYNTON** WQXR New York.

WILLIAM J. MARTIN, *Look* magazine sales representative, Phila joins NBC New York network sales department.

JOSEPH L. STANLEY, timebuyer, Raymond R. Morgan Co., Hollywood to KFI Hollywood as account executive.

F. W. H. WELLWOOD named executive assistant to GEORGE C **CHANDLER,** president of CJOR Vancouver. Mr. Wellwood was formerly management consultant for a number of internationally-known companies including E. B. Eddy Co., Hull, Que.; Belding-Corticelli Ltd., Montreal; Canadian Marconi Co., Montreal; and Thomas Nelson & Sons, New York.

Mr. Wellwood

WILLIAM H. DAVIS, assistant to sales manager, WGN-TV Chicago, to CBS Television Spot Sales, same city, as account executive.

CAPT. GLENN GILBERT, formerly WGAR Cleveland sales staff member, shipped overseas with Air Force.

C. MERWIN TRAVIS, Howard G. Mayer & Assoc., Hollywood, to ABC Western Division as sales promotion manager succeeding **JOHN HAN SEN** who moves to KECA same city, as account executive.

BERRY LONG, sales manager of WNBC New York, to KLZ Denver as local sales manager replacing **R. MAIN MORRIS** who will devote full time to post of assistant manager.

Mr. Long

KNOX LaRUE, manager, San Francisco office, George P. Hollingbery Co., station representative, joins KONG Visalia, Calif., as general manager effective Feb. 15. He also will assist in KSTN Stockton management. **GEORGE LINDMAN,** manager, KPOA Honolulu, succeeds him as George P. Hollingbery Co.'s San Francisco manager.

ROBERT WHITE has resigned as account executive at MBS New York. Future plans are unannounced.

JOHN BRUBAKER, news editor, WCCC Hartford, switches to the station's sales staff. **PAUL MARTIN,** station manager, was incorrectly identified as having assumed this position. [B•T, Jan. 28]

Personals . . .

JOHN PATTISON WILLIAMS, executive vice president of WING Dayton, WIZE Springfield and WCOL Columbus, Ohio, re-elected to the board of directors of Dayton Community Chest for three-year term.

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, named chairman of the radio-TV publicity committee for 1952 Heart Fund campaign in Philadelphia area.

JOHN D. SCHEUER Jr., operations assistant to general manager

(Continued on page 56)

WJZ New York celebrated sixth anniversary fortnight ago of its *Farm News Program* with Phil Alampi, WJZ farm news editor. Mr. Alampi, a past president of National Assn. of Radio Farm Directors, has missed only one broadcast during entire period of Monday-through-Saturday (6-6:30 a.m. EST) programs.

There is no such thing as a television home

Proof? It's all in a startling new WNEW report,
along with evidence of just how big New York radio is —
of how fabulously big WNEW is today — after four years of television.
Copies are available to advertisers and agencies upon request.

WNEW

1130 | ON YOUR DIAL

TIME BUYERS!

when you buy

K-NUZ

you buy

plus values!

★ **K-NUZ places a regular advertising schedule in the HOUSTON CHRONICLE, Texas' largest daily. Four ads weekly on radio page plug individual K-NUZ shows, personalities, and sponsors.**

★ **Quarter-page ads monthly in grocer's publication, the Checking Counter, plugging sponsors' products. These ads have brought increasing response from food brokers throughout the greater Houston market area.**

★ **Over 90,000 people each year see K-NUZ-advertised products in a giant display at the Houston Home Show held in April. Samples and promotional literature on your product can be made available.**

★ **Regular schedule of trade magazine ads, with frequent listing of sponsors.**

★ **Point-of-broadcast displays of your products—in the showcases and on the billboards at K-NUZ Radio Ranch. Many hundreds of visitors are received daily.**

For Information

Call FORJOE
National Representative,

or DAVE MORRIS
General Manager

at KEystone 2581

K-NUZ Radio Ranch

P. O. Box 2135 T.W.X. HO 414

We Pay Our Respects

(Continued from page 50)

latter attended Central High. After graduation from Baylor in 1920, Mr. Winger returned to Marietta College and then attended the U. of Chattanooga.

The formal schooling of the pair came to an abrupt halt, however, in due course. Having settled in Chattanooga, they rented a one-room downtown location and set up a radio shop to repair sets and sell crystal sets.

It may be safely reported that this fledgling enterprise made little or no impression on the business or financial leaders of the city. But the boys continued to stick it out.

Then a rather daring thought occurred to one of the youths (it has never been established which one): Why not put up a little broadcasting station to run a few hours a day and thus stimulate the sale of radio receivers—strictly as a hobby or sideline, of course.

Without question, the advertising potentialities of radio—and their mutual career pattern—were undreamed of by the two young promoters.

They soon rented a 20 by 20 ft. room to house a combination studio and office, with additional space for a transmitter. Slim and agile then, by their own admissions, they shinnied up the outside walls in the manner of Peck's bad boy and installed a tower from instructions gleaned from a book.

Debuts as 50 w Outlet

The public took the youths to its heart from the outset, manifesting an eager interest in the early operation of what was to become WDOD. Those facilities represented the "lock, stock and barrel" investment of WDOD when it took the air April 13, 1925, with 50 w, the co-owners fondly recall.

The original schedule called for three broadcast hours three evenings per week, starting at 8:30 p.m. But listeners clamored for more. Demand for receivers exceeded supply. The schedule was stepped up until day and night broadcasting became firmly established.

WDOD moved to the top floor of the Patten Hotel in November 1925 and boosted its power to 500 w. Radio fans were treated to available local talent. Four years later, power was jumped again. this time to 5 kw daytime and 1 kw night. In 1930 WDOD counted itself in among the first seven stations to affiliate with CBS.

Another power increase (to 5 kw nighttime) was granted in 1941, making WDOD the most powerful voice in the Tennessee Valley area. Studios were moved to the Hamilton National Bank Bldg. and the transmitter to its present location near Baylor School.

FM emerged as a reality for WDOD in 1949, with location atop nearby Signal Mountain—today the only FM outlet in the area with network affiliation.

Norm Thomas and Earl Winger embarked on a training program for personnel as the station grew and progressed and assumed a voice in community affairs.

Among the alumni who got some of their training under Messrs. Winger and Thomas were Gene Wilkey, WCCO Minneapolis; Arch McDonald, Washington sportscaster; Frank Lane, KRMG Tulsa; Wayne Cameron, ABC network; Carter Parham, WDEF Chattanooga; Bob Sherry, CBS New York; J. W. Birdwell, WBIR Knoxville; Joe Eislein, RCA Electronics Div. Others include Allen Stout, WROL Knoxville; Bill Davies, WBLJ Dalton, Ga., and Bill Corley of WBNS Columbus, Ohio.

The two owners kept pace with the station's growth through the years, taking an active part in business and civic activities.

TAB Re-elects Winger

Mr. Winger recently was re-elected for another term as an officer of the Tennessee Assn. of Broadcasters. A past president of the local Rotary Club, he is a trustee of Baylor School and U. of Chattanooga and a member of the board of the Chamber of Commerce. He also is active with the YMCA and Boy Scouts of America.

Mr. Thomas belongs to the Kiwanis Club and is interested in agricultural development of the area. He also heads a housing development for Negroes and was instrumental in making possible several aviation programs.

Both Mr. Thomas and Mr. Winger are members of the Mountain City Club and the Radio Pioneers Club.

By strange working of fate, both also have parallel personal lives. Each has five children and is a grandfather. Even their hobbies are similar, with Mr. Thomas preferring farming and fishing and Mr. Winger gardening and golfing to supplement his fishing activities.

They both pointed out that the Valley would hold a great potential for television in a city now much in the national spotlight. Aside from TVA and the Atomic City, the Arnold Engineering Development Center also is very much in evidence with its wind tunnels and supersonic jet machines.

"What marvelous opportunity for growth await this area?" they both ask, full well knowing the answer.

Strictly Business

(Continued from page 16)

remained at Headley-Reed until the fall of 1946, except for a year's stint in the Army Air Force, and then joined John Blair & Co., representative firm which at that time handled only radio stations. In February 1951, shortly after the firm established a completely separate television company, Jack Davis became Chicago manager of Blair-TV.

He supervises sales for nine TV stations in most of the Midwest, working with two salesmen. Convinced that television long ago proved it sells merchandise, he believes the "only reason a lot of advertisers are not going into TV is because they need to be educated."

Mr. Davis points to the increasing number of 52-week contracts in TV, rare in radio, so buyers can keep their time franchise. He sees a continuing need for film spots and shows because of their flexibility, enabling them to "hypo" sales in specific areas.

A sporting enthusiast, Mr. Davis is an ace golfer, swimmer and sailor and is currently teaching his nine-year-old daughter, Dale Ann, how to dive. Her brother, John Will, is seven. The Davis family lives in north suburban Glenview, where Mr. Davis heads the maintenance division for their ranch house and for the brook in the backyard. His wife is the former Eleanor Winter of Evanston, Ill.

A unique suburbanite, Mr. Davis is actively interested in village affairs, working on zoning and political committees and attending most of the village board meetings. He is a member of the Chicago Television Council and Westmoreland Country Club.

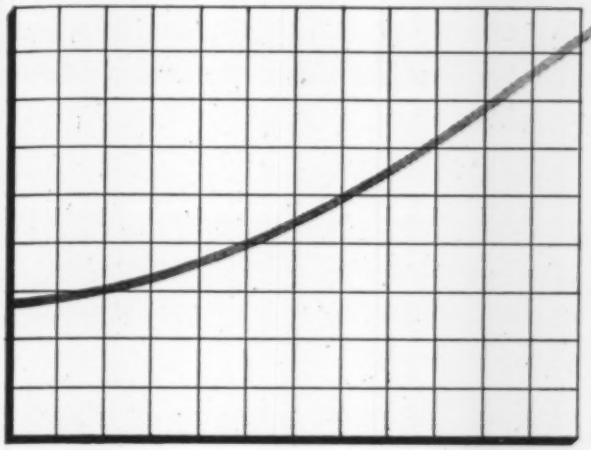
GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

Leading Independent Radio Stations are Pushing Sales Curves UP!



JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

"In our 21 years of business, the past two years of continuous advertising over Station KITE have definitely done more for us than any other medium of advertising."

—To Radio Station KITE
San Antonio, Texas
from Deason Radio Company
San Antonio

"Using only 5 spots on KYA, the Paramount Theater hoped to attract 200 persons to a preview. They were astounded when 750 persons showed up."

—Report from Radio Station KYA, San Francisco, California, of a commendation received from Paramount

It Will Pay You to do some *INDEPENDENT* THINKING

If you have been hearing dire predictions about the fate of radio in general, just cast an eye at the leading *independent* radio stations! Competition has kept them toughened up, made them today's best buy when you really want *profitable results.* You owe it to yourself to get the facts. Just write to any AIMS member listed below.

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD —Baltimore, Maryland
WBNY —Buffalo, New York
WJMO —Cleveland, Ohio
WVKO —Columbus, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW —Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WBOK —New Orleans, Louisiana
WWSW —Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis-St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW —Youngstown, Ohio

They are all members of AIMS — Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

TAKE A GOOD LOOK AT

CHATTANOOGA

FIRST

IN AUDIENCE IN THE MORNING

FIRST

IN COST PER LISTENER

FIRST

IN LOCAL ACCEPTANCE

Outstanding Local Personalities Build an Outstanding Audience

WDEF

CHATTANOOGA

1370 KC 5000 WATTS

Carter M. Parham, President

Represented by BRANHAM

Front Office

(Cntinued from page 52)

WFIL Philadelphia, appointed for second successive year to serve as radio representative on the Committee on Nursing Resources to Meet Civil and Military Nursing Needs, group sponsored by the Pennsylvania State Nurses Assn.

DONN B. TATUM, director of television, ABC Western Division, named volunteer TV chairman for 1952 Los Angeles Red Cross fund raising campaign.

ALLEN M. WOODALL, president of WDAK Columbus, Ga., elected president of 1952 board of directors of Columbus Chamber of Commerce.

COLIN M. SELPH, vice president and general manager, KDB Santa Barbara, Calif., appointed general publicity chairman for 1952 Red Cross Campaign in Santa Barbara.

JOHN H. L. TRAUTFELTER, vice president and treasurer, WFBR Baltimore, elected president of Executives Assn. of Baltimore Inc. for one-year term.

Feature of the Week

(Continued from page 16)

dio graduation, paid tribute to the "ability, persistence, and courage" of the graduates.

Also complimenting the station for its work, Mr. Ernst reminded the Friday TV audience, "through television more friends can be present at the graduation of these boys and girls than can be packed into the auditorium of any high school in the country."

WPIX first offered its facilities to the New York Board of Education in the fall of 1950, with an ultimate plan for *Living Blackboard* devised and inaugurated at 10:45 a.m., Oct. 15, 1951, to give lessons to city students confined to their homes.

The 15-25 minute series—telecast Monday, Wednesday and Friday—was divided into three categories, "Science at Your Fingertips," "Make It Your Business" and "Adventures in Understanding" for ultimate broadcast directly to classroom viewers but primarily for pupils unable, because of illness, to attend regular high school classes.

The video lessons were coordinated with regular instruction the students received from visiting teachers and by radio from New York's education outlet, WNYE (FM) with some of the same instructors also appearing on the telecasts.

Opening the series last October, Superintendent of Schools Dr. William Jansen explained the delighted educator's point of view when he told the confined students, "through the magic of television, we can literally give you a picture."

Success of the series was immediate, with support coming from several city agencies and over a dozen business organizations in New York. WPIX was even tuned in by hospitalized veterans who wanted to finish their high school educations, and nine other cities in the area asked to coordinate their projects for confined students with the TV program.

Educators visiting New York from other states and countries appeared, to help the sick in body grow in mind and learn adjustments to their handicaps. Voice of America beamed audio versions of the program to European audiences.

And today (Monday), any questions that might have been raised about a commercial video station's wisdom in scheduling educational programming are overwhelmingly answered: WPIX begins the second semester of *Living Blackboard* at 12 noon.

New York Judgeship

PRESIDENTIAL nomination of FCC Comr. Frieda B. Hennock to a New York federal court post last year is now officially a past issue. Miss Hennock's nomination was pigeon-holed in the Senate Judiciary Committee after extensive hearings were held. Last Wednesday, President Truman nominated David N. Edelstein as U. S. Judge for the Southern District of New York, the judgeship which had been earmarked for Miss Hennock. Judge Edelstein received a recess appointment last Nov. 1 after the President announced that the recess appointment had been offered to Miss Hennock and that she had declined the offer.

SCHILE NAMED

Elected President of UBA

FLEDGLING Utah Broadcasters Assn. last week more firmly established its operating structure and elected S. John Schile, vice president Rocky Mountain Broadcasting System, as president.

Mr. Schile

Operating on a temporary basis the past year, the first annual meeting in Salt Lake City last Tuesday took steps to strengthen the organization. Of 21 stations in Utah, 17 were represented.

The meeting completed Articles of Incorporation which were filed with the Secretary of State; also drafted and approved a constitution and by-laws.

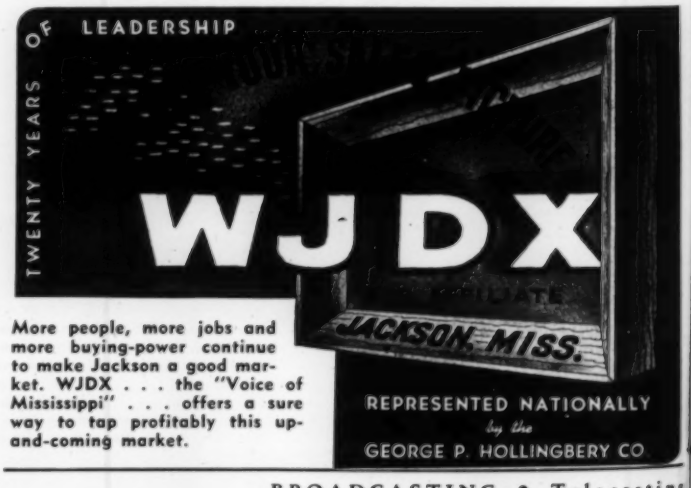
During the past few months, C. Richard Evans, vice president and general manager, KSL-AM-FM-TV Salt Lake City, has been serving as president. A new slate of officers was elected and installed. In addition to Mr. Schile. They are: Emerson Smith, KDYL-TV Salt Lake City, vice president, Northern Div.; Harold Van Wagenen, KCSU Provo, vice president, Southern Div.; Arch Webb, KVOG Ogden, secretary-treasurer and member of the board of directors. Other board members were listed as Bob Davies, KMUR Murray; Jack Richards KOAL Price, and Harold Tolboe, KOVO Provo.

Woolley Named

In addition, several committee appointments were made, the most important of which was that of the legislative committee, headed by Easton Woolley, KDYL.

Among resolutions passed was an emphatic vote against the Benton Bill "as unjust censorship of the broadcasting industry."

UBA plans to have full membership meetings twice a year and meetings of directors as often as "is necessary to insure complete cooperation in solving the problems of the industry within its jurisdiction."



More people, more jobs and more buying-power continue to make Jackson a good market. WJDX . . . the "Voice of Mississippi" . . . offers a sure way to tap profitably this up-and-coming market.

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

How to catch an atomic killer!

Today, there's a potential killer in labs and factories – radioactivity!

But atom workers are safe – thanks to the weapons of science.

Besides every precaution, workers get daily check-ups with ion-chamber "guns" and other radiation-detection instruments. They catch the killer before it strikes!

With atomic industry booming, demand for nuclear instruments is great. Delivery must be certain – and it must be *fast*.

That's why, when shipping these and other precision instruments, both shipper and receiver stamp their orders: via Air Express!

The world's fastest shipping service brings this vital equipment safe, sound and *soon* to laboratories and defense production centers everywhere.

Whatever your business, *you* can profit from regular use of Air Express. Here's why:

IT'S FASTEST – Air Express gets *top priority* of all commercial shipping services – gives the fastest, most complete door-to-door pick-up-and-delivery service in all cities and principal towns at *no extra cost*.

IT'S DEPENDABLE – Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery*.

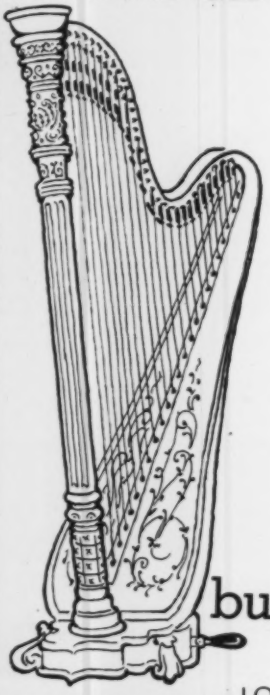
IT'S PROFITABLE – Air Express service costs less than you think, gives you many profit-making opportunities.

For more facts, call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

Pardon us!
for
HARPING on it



but
KWK IS
the best
radio buy
in St. Louis!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

On All Accounts

(Continued from page 12)

media department has already given you a bad name throughout the business.

3. The representative is entitled to an honest answer as to why he was left off a schedule, if he was. No reasonable refusal can cause hard feelings, but evasions can.

He is confident of radio's ability to weather the TV impact and reassume its proper place in the media picture, but feels that much thinking must still go into the problem of radio flexibility.

"Many national advertisers now have the dilemma of wanting network radio, but of already having heavy TV expenditures in some of the same markets. Obviously, some way must be found to enable them to use all the markets they want, without having to duplicate in many. Right now, spot radio seems to be the best solution," he observed.

"Strong, imaginative local programming is the best sales aid a station can have. National advertisers are always interested in the local show which has built up attention."

Just before the war, Norm Strouse was account executive for six years on the Shell Oil accounts. He was assistant Pacific Coast manager for the agency when he "accepted a position" with Uncle Sam in 1942.

Rises Through Ranks

Enlisting as a private, Mr. Strouse went through the Medical Administrative Corps officer school and was commissioned in October 1942. After a few months with the War Dept., he went to General MacArthur's headquarters for more than two years. His big job was organizing and directing information and educational activities. The end of the war found him a major and he was awarded the Legion of Merit and an award from the Philippine government.

Mr. Strouse never got far from radio even in the Southwest Pacific. His group set up Armed Forces Radio stations from Milne Bay to Manila.

Returning to JWT in 1946, he was made account executive on the Ford account. He was made a vice president in 1947 and Detroit manager in 1948.

An interesting sidelight on this busy executive is his love for rare books and fine printing. For 25 years he has been collecting books and has a connoisseur's assemblage. But he's not content just to gather books of others. He prints his own. He has a hand printing press and over 30 fonts of type for small books and pamphlets.

Mr Strouse is a member of the Detroit Athletic Club, Oakland Hills Golf Club, Bloomfield Hills County Club and the Bloomfield Open Hunt Club. In addition, he also belongs to Detroit's Adcraft Club.

Texans Notice Weather

THEY DO things big in Texas—even early in the morning before the sun rises. KFJZ Fort Worth offered a free thermometer to listeners of George Erwin's *Dawn Patrol* at 5:40 one morning and was deluged with requests from 1,057 persons. The breakdown covered 115 towns, 48 counties and six states. Clyde Pemberton, KFJZ commercial manager, said he always knew Texans were "weather-minded" but described the results as almost unbelievable.

CALIF. GROUP TO ELECT

Session Set Feb. 7

NEW OFFICERS and directors will be elected at day-long annual membership meeting of the California State Radio & Television Broadcasters Assn. in Hollywood Roosevelt Hotel next Thursday.

William B. Smullin, general manager of KIEM Eureka, and state broadcasters' outgoing president, is to preside. Report on past year's activities of CSRTBA is to be given by Paul Bartlett, association secretary-treasurer, and general manager of KFRE Fresno.

RCA SALES SESSIO

Promotions Are Announc

THIRTY-TWO salesmen of t RCA Engineering Products D partment were named members the department's Sales Leade Club for exceeding quotas duri 1951.

Eight members were named rectors of the club for 1952. Th are D. S. Newborg, chairman; W. Hillegas, J. C. Fields, O. Mackley, H. T. Schrule, R. L. Cle land, D. R. Davis and E. E. Spice

More than 200 sales personne including members of the depar ment's Camden home office sta and field salesmen from region offices throughout the country, fortnight ago attended week-lon sessions devoted to 1952 sales plan ning.

Nineteen field sales appoint ments, involving promotions o additions to the field staff, wer announced as follows:

Broadcast Equipment—J. M. Barclay Dallas; W. G. Eberhart, Chicago; E. Clammer, Camden; and R. J. Newman San Francisco.

Communications Equipment—C. Hutcheson, Kansas City; H. R. Jones Cleveland; L. Morrow, Dallas; B. Vick, Atlanta; R. C. Newcomb, New York; W. L. Babcock, Los Angeles; and J. M. Young, Atlanta.

Government Equipment—D. L. Pearstone and L. J. Singler, Dayton, and J. R. Dunn, Camden.

Industrial Equipment—R. H. Stimpert and G. B. Russell, Cleveland.

Visual Equipment—R. L. Donahue, Cleveland and E. M. Keating, New York.

Film Recording—J. V. Leahy, New York.

Clebar

the stop watch of
split second accuracy

#650

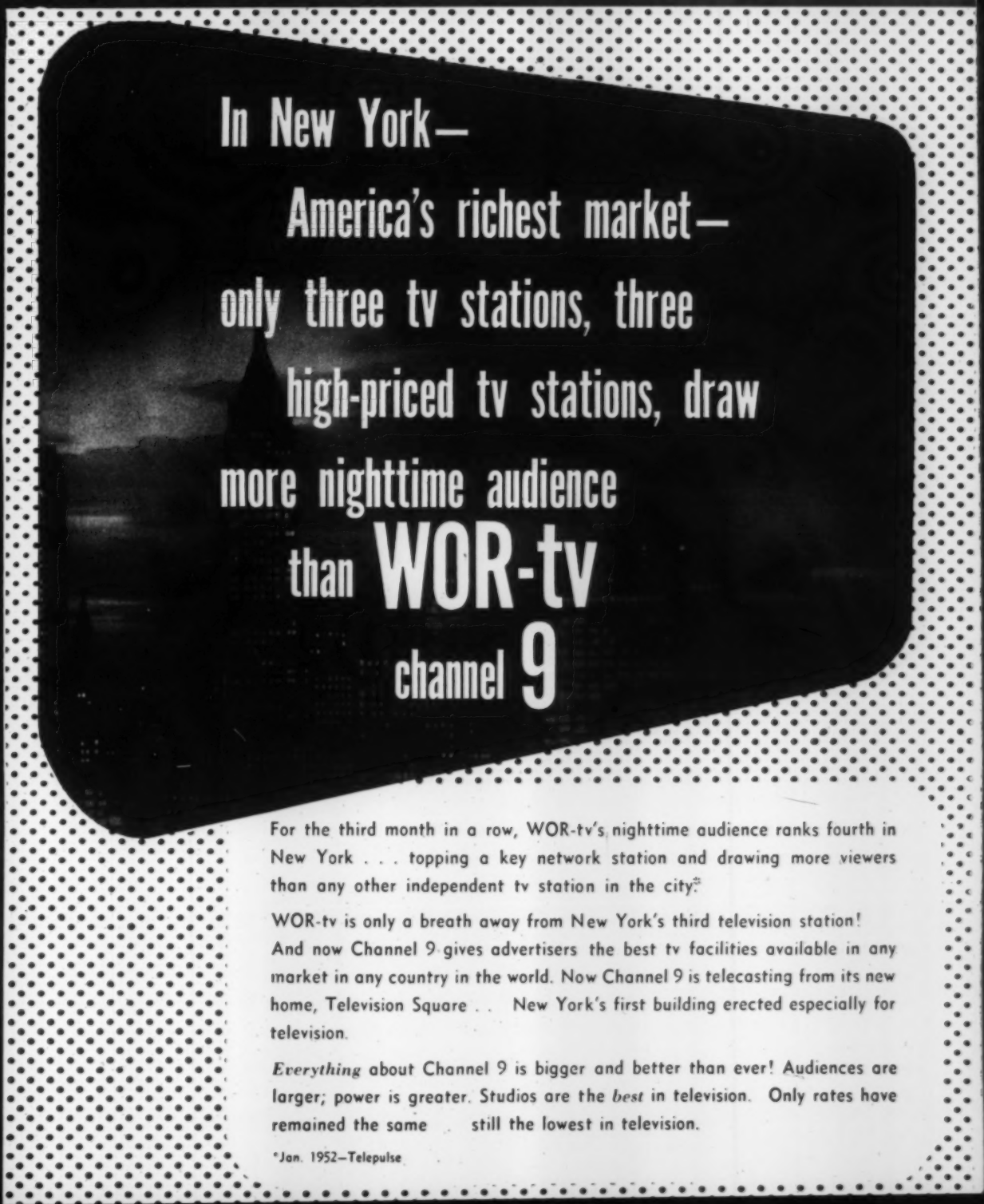
1/5 second timer for general timing, 7 jewels Clebar quality, non-magnetic, 30 minute register-start, stop and fly-back from crown.

There is a Clebar stop watch for every precision timing purpose. Write for new FREE catalog which illustrates more than a score of models.

CLEBAR WATCH AGENCY
521 FIFTH AVENUE, NEW YORK 17

FEBRUARY 4, 1952

TELECASTING



For the third month in a row, WOR-tv's nighttime audience ranks fourth in New York . . . topping a key network station and drawing more viewers than any other independent tv station in the city.*

WOR-tv is only a breath away from New York's third television station! And now Channel 9 gives advertisers the best tv facilities available in any market in any country in the world. Now Channel 9 is telecasting from its new home, Television Square . . New York's first building erected especially for television.

Everything about Channel 9 is bigger and better than ever! Audiences are larger; power is greater. Studios are the *best* in television. Only rates have remained the same . . still the lowest in television.

*Jan. 1952—Telepulse

to enlighten and aid . . .

In recent years, the American Business Clubs National Organization became interested in the growing problem of cerebral palsy, or spastic paralysis. A nationwide, continuing educational campaign was undertaken at that time to stress the need for special research and treatment. For the year 1952, an intensive campaign was planned. The film "Search" was produced for distribution by local American Business Clubs. To assist the Lancaster club to get the campaign under way in its area the facilities of WGAL-TV were made available. A two-program series with a dual purpose was presented early in January of this year. First, full information was presented regarding the film "Search" and its availability for showing before clubs, fraternal and service groups. Second, the

WGAL-TV programs sought to alert the public to the increasing number of victims; to explain how to detect the disease; to outline means of patient rehabilitation, and to help solve family adjustment problems. In the Lancaster area the campaign has been a marked success. The film has had continuous booking. WGAL-TV is pleased to be a part of this important nationwide activity.

In the photograph—(center) Wayne V. Strasbaugh, president Lancaster Chapter, American Business Clubs, (left) A. H. Spinner, club member, and Dr. James S. Martin, representing the Lancaster County Medical Society.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station • Clair R. McCollough, President

WGAL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

FCC QUERIES PROGRAMMING

Continued From Page 2

mission did not appraise the reports either quantitatively or qualitatively. The sole yardstick was some degree of programming in education or religion as against none at all in either field, the latter situation resulting invariably in the "temporary."

There was no indication that the Commission attempted to consider in any manner the amount of commercialization of TV stations but rather was guided solely by the stations' own statements as to program diversification.

It was recognized, moreover, that there may be "vagaries" involved and, whereas during the composite week in question, no education or religion had been telecast, the program schedules for other periods would show otherwise.

All stations will have an opportunity to answer, Mr. Coy said, in response to letters to be sent to each station involved. It was evident that the sample yardstick used by the Commission was that of "zero" showings in education or religion, or both, during the typical week, or some percentage of both types of programs, however small. Where "goose eggs" were shown, the temporary authorization ensued. Where there was some percentage of programming in both categories, renewals for the one-year period were issued.

There were certain exceptions, however. In the case of WKRC-TV Cincinnati, it was learned that the Commission issued a temporary authorization because of the pendency before the Commission of policy for specialized FM service operation (Transit Radio, Functional, etc.). WKRC Inc. is a Transit Radio licensee and stockholder. Commissioner George Sterling voted for a regular renewal.

In the case of KPHO-TV Phoenix, there is the question of clarification of ownership. KPHO (AM), according to the records, is owned by a different group of stockholders than is KPHO-TV and apparently the Commission records never have been corrected.

A third "temporary," departing from the program balance issue, is that involving KTTV (TV) Los Angeles. It was learned that a number of complaints had been received by the Commission pertaining to allegedly unauthorized use of pictures of certain individuals, probably stemming from the panning of large groups at sporting or other events. This poses an entirely new question and the FCC is desirous of looking into it.

Commissioner Robert F. Jones voted for temporary extension of licenses in all cases on the ground that the FCC's action, in his view, was too hasty. He felt that the Commission should give more detailed study to the questions involving each station rather than place under a possible cloud those stations which received temporary authorizations merely because of a percentage point here or there on educational or religious broadcasting. He expressed opposition to any interference with programming and felt that inquiries should have gone to the stations in advance of renewal action, rather than afterward.

Stations On Temporary

Among the stations put on temporary were the Crosley outlets in Cincinnati, Dayton and Columbus, NBC stations in New York, Chicago and Washington, and Fort Industry stations in Detroit and Toledo.

ABC stations in San Francisco, Los Angeles, Chicago and Detroit were among those granted regular renewals for one year. (ABC-owned WJZ-TV New York is still a CP holder, operating commercially under an STA.) Thus, this may be considered the Commission's answer to the petition of Gordon Brown, WSAY Rochester, N. Y. that ABC's TV stations be set for renewal hearing on the ground that ABC had damaged WSAY by withholding affiliation [B•T, Jan. 28].

Some immediate feeling that the temporaries were based on the legalities of FCC proposed changeovers required under the new allocations plans was dissipated when it was noted that the 31 stations involved fell in both parts of the Commission's announcement.

Text of Announcement on the 78 Renewal Applications

FOLLOWING is the official announcement (Public Notice 72774) of the Commission's action renewing for one full year the licenses of 52 TV stations and temporarily extending for three months the licenses of 26 TV stations:

The Commission en banc, all Commissioners present, took the following actions on January 30 with respect to applications of 78 commercial TV stations for renewal of licenses:

Granted renewals on a regular basis for KECA-TV Los Angeles, Calif.; KEYL San Antonio, Tex.; KGO-TV San Francisco, Calif.; KHJ-TV Los Angeles, Calif.; KMTV Omaha, Nebr.; KNBH Los Angeles, Calif.; KOTV Tulsa, Okla.; KPRC-TV Houston, Texas; KSD-TV St. Louis, Mo.; KSTP-TV St. Paul, Minn.; WAAM Baltimore, Md.; WAFM-TV Birmingham, Ala. WAGA-TV Atlanta, Ga. WBAP-TV Ft. Worth, Tex.; WBEN-TV Buffalo, N. Y.; WBRC-TV Birmingham, Ala.; WCAU-TV Philadelphia, Pa.; WCBS-TV New York, N. Y.; WCPO-TV Cincinnati, Ohio; WDAF-TV Kansas City, Mo.; WDSU-TV New Orleans, La.; WENR-TV Chicago, Ill.; WEWS Cleveland, Ohio; WFAA-TV Dallas, Tex.; WFIL-TV Philadelphia, Pa.; WFMY-TV Greensboro, N. C.; WGAL-TV Lancaster, Pa.; WHAS-TV Louisville, Ky.; WHBF-TV Rock Island, Ill.; WHIO-TV Dayton, Ohio; WICU Erie, Pa.; WJIM-TV Lansing, Mich.; WKY-TV Oklahoma City, Okla.; WLTV Atlanta, Ga.; WMAL-TV Washington, D. C.; WMAR TV Baltimore, Md.; WMBR-TV Jacksonville, Fla.; WMCT Memphis, Tenn.; WNBF-TV Binghamton, N. Y.; WNAC-TV Boston, Mass.; WOAI-TV San Antonio, Tex.; WOC-TV Davenport, Iowa; WOI-TV Ames, Iowa; WPTZ Philadelphia, Pa.; WSAZ-TV Huntington, W. Va.; WTCN-TV Minneapolis, Minn.; WTMJ-TV Milwaukee, Wis.; WTVN Columbus, Ohio; WTVR Richmond, Va.; WWJ-TV Detroit, Mich.; WBAL-TV Baltimore, Md., and WXYZ-TV Detroit, Mich.

Extended licenses on a temporary basis to May 1, 1952, for KING-TV Seattle, Wash.; KPHO-TV Phoenix, Ariz.; KTTV Los Angeles, Calif.; WAVE-TV Louisville, Ky.; WBNS-TV Columbus, Ohio; WBTV Charlotte, N. C.; WDEL-TV Wilmington, Del.; WGN-TV Chicago, Ill.; WJAC-TV Johnstown, Pa.; WJAR-TV Providence, R. I.; WJBK-TV Detroit, Mich.; WKRC-TV Cincinnati, Ohio; WKTV Utica, N. Y.; WLWC Columbus, Ohio; WLWD Dayton, Ohio; WLWT Cincinnati, Ohio; WNHC-TV New Haven, Conn.; WNBQ Chicago, Ill.; WNBT New York, N. Y.; WNBW Washington, D. C.; WOR-TV New York, N. Y.; WOW-TV Omaha, Neb.; WSPD-TV Toledo, Ohio; WTAR-TV Norfolk, Va.; WTOP-TV Washington, D. C., and WXEL Parma, Ohio [Cleveland].

The above actions do not in any way prejudice any action which may be taken by the Commission in connection with the presently pending TV allocations proceedings (Dockets 8736 et. al.).

Commissioner Jones voted for temporary extension of licenses in all cases; Commissioner Sterling favored a regular renewal for WKRC-TV.

STOCK REPORTS

TV Version Package

A THREE-TIMES daily televisi report on all stocks listed by t New York exchange is planned Morse Productions, New York, a video package idea announc last week. It was held that W St. sees the program as a meth for drawing greater investme capital into American business.

Plan calls for alphabetical li ing—of only those issues in whi there has been trading—over local New York television outl three times each business day. Fir telecast would be at 10:30 a.m. f a five-minute report on the fi half-hour of trading. Second r port, for 10 minutes, would be air at 12:30 p.m. for a summary mid-day activity. Late report, 2:15 p.m., would last for 15 mi utes, finishing a half hour befo the market's close, thus givi viewers time to contact the brokers and close transactions.

On Saturday, when the mark closes at noon, there would be single program from 11:20-11: a.m. No listing would be given f closing prices or for issues in whi there is no trading since these m be obtained daily from the press.

Benjamin W. Morse, head Morse Productions, described t purpose of the program as bei to help the private investor w cannot easily follow ticker ta jargon or catch transactions lesser issues on the board. issues would be listed, he explain

(Continued on page 70)

JOINT TV OWNERSHIP?

Problem for FCC

CAN RADIO station owners in the ame city legally combine through single new firm to seek a scarce V channel there?

Question stems from FCC staff xpressions to Washington radio ttorneys that such a course might eopardize the licenses of the radio tations involved.

Under the FCC's duopoly rule Sec. 3.35), more than one station n the same market cannot be owned r controlled by the same person. n various decisions since the adop- ion of that rule, the Commission as made it quite clear that "con- rol" does not mean what it does in he business world—majority stock wnership—but "actual working ontrol in whatever manner exer- ised." In many cases this inter- retation has been invoked to deny censes where substantial minor- ty ownership in one station and ajority ownership in another sta- ion in the same area was involved.

Observers who have checked with ommission staff executives believe CC may very well look at a com- ination of two or more local radio tation owners from this angle:

The XYZ Corp., owned by two ocal AM operators, gets a TV rant. Subsequently, the Commis- ion holds that the XYZ Corp., hrough its ownership, has two AM tations in the same market under ommon control.

In a recent letter concerning ist such a proposal, the Broadcast tureau answered that although here did not seem to be any objec- ion to such a maneuver for the urpose of getting a TV grant, it as believed that other problems ight arise.

The other problems, it has been arned, are those involving the tatus of the AM stations owned y the owners of the potential TV cense.

One high Broadcast Bureau staffer warned that prospective TV applicants thinking of using the amalgamation idea better consider all angles first.

Another high staff official expressed the belief that the Commission would certainly object to consolidations if they were for the purpose of "freezing out" a third party.

Problem Long Brewing

Idea of competing AM station owners joining forces for a TV station has been brewing for some time. With imminent unfreezing of TV, and its extension to smaller markets, many broadcasters who fear the heavy financial burden of TV have thought of amalgamation.

Also, in the back of their minds is the thought that consolidations, may obviate the necessity of long drawn-out hearings in their communities.

The Commission itself has not had the subject up for discussion. Nor has the staff formulated any recommendations on this problem.

Only hope held out by those concerned with the subject is that the Commission, after it considers all sides, may decide that consolidations do not conflict with the duopoly rules on a blanket basis, but should be considered on a case-by-case basis.

Only other alternative is for FCC to change its joint ownership rule.

Meanwhile, Commission consideration of the TV allocations was interrupted last week by two days' sessions on TV license renewals and theatre TV issues (see separate stories, page 25).

The Commission had hoped to complete its consideration of the 600-page report last Friday. Then it was planned to give the staff this week for rewriting the entire document, with the Commission giving its final approval next week. Another week was scheduled for the establishment of procedures and policies. With the necessary days for mimeographing and collating, issuance of the document was set for Feb. 22 or Feb. 25.

Interruption has thrown that schedule out of kilter somewhat, and it is acknowledged now that it may be nearer March 1 than Feb. 25 when the report is finally issued.

Because of the mission of Comr. Rosel H. Hyde to Mexico to consider various allocation matters [see CLOSED CIRCUIT], the FCC did not follow the precise geographic pattern across the country originally contemplated. It skipped from the Mississippi Valley to the West Coast and the border areas and, it is understood, collided with a number of allocations problems. Assignments in Texas, New Mexico and Arizona, as well as California, were considered.

U. S. BREWERS Foundation held its 76th annual convention in New Orleans Jan. 20-24 with Sylvester L. Weaver Jr., NBC vice president in charge of television, appearing as one of the speakers. Examining advertising proofs during convention lull are (l to r): Mr. Weaver; Carl W. Badenhausen, president of P. Ballantine & Sons and chairman of foundation's Advertising Committee; and Henry Stevens, vice president of J. Walter Thompson Co.

This week, it is expected, the FCC will double back to the Mississippi Valley area and complete its city-by-city consideration.

TV applicants are being queried by the Broadcast Bureau's TV Facilities Division regarding antenna sites specified in applications—some of them almost four years old. Commission staff wants to know whether there have been any

(Continued on page 72)

PROPAGATION

FCC Debunks New Theory

CARE was thrown into the TV locations picture by a release om the National Bureau of tandards last week reporting a ew theory of VHF propagation nd a statement that this theory ncreasingly complicated" TV annel assignments, but it was ssipated rapidly by FCC and out- de engineers.

NBS release told of new hypo- esis accounting for greater VHF verage than line-of-sight limits sually regarded as the rule. Sub- ance of new theory is that the nding of VHF signals beyond the orizon, normally considered an erration, was so frequent and regular it had to be considered rt of the rule governing VHF opagation and not just an excep- on.

TV engineers quickly pointed t that all the data was known, d had been taken into account making up the allocations as- gnments.

COLOR TV

Wilson to Discuss Output With Industry

PART of the fog hanging over the government's controversial ban on color TV production may be lifted later this week when Defense Mobilizer Charles E. Wilson meets again with representatives of the manufacturing industry.

The conference, first since industry received its "greetings" last fall and color TV went off to war, is set for Friday, 10 a.m. new General Accounting Office Bldg., 5th and G Sts., Washington. Actual meeting place had not been set.

Mr. Wilson will meet with manufacturing representatives at a meeting called by the National Production Authority to "obtain additional advice" on whether:

- Its existing order (M-90) "provides the type of control and achieves the objectives" aired at the color TV conference last Oct. 25 and—
- The order requires "clarification or amendment."

There were recurring reports last week that NPA, acting under its parent-policy agency, the Defense Production Administration, might consider revocation of the directive.

H. B. McCoy, NPA assistant administrator, has already indicated, however, that formal lifting of the color TV freeze would still imply for industry a limitation to manufacture of monochrome TV equipment because of the continuing acute shortage of cobalt and other vital materials. His statement seemed to scotch reports of a possible order revocation.

A more plausible view was that electronic allocation authorities had no clear idea whether or not such a possibility might develop.

Chief criticisms have been that the order conflicts with understandings reached at last October's session and is ambiguous in its application to theatre color television and other fields [B•T, Jan. 28, 21, 7].

Charge No Product Ban

Foremost critics have challenged the order on the ground that it was not the intent of the Office of Defense Mobilization to ban "end products" as such and that it does not spell out whether theatre color projectors are to be included along with home receivers.

One critic, Sen. Ed C. Johnson (D-Col.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, branded the edict as "just another crippling blow aimed directly and specifically at color television."

Sen. Johnson indicated that his committee will maintain a watchful eye on Capitol Hill. He told BROADCASTING • TELECASTING:

"The committee is watching that hearing with the greatest of interest. I cannot predict what the outcome of the NPA meeting will be. But I am optimistic that the matter will be clarified."

He said the meeting could represent a "means of progress" in this important science in the interests of civilian and military applications.

Sen. Johnson said he did not feel that production of color TV equipment, or the scientific progress in this field, should be curtailed, in the absence of findings that such a curtailment is necessary because of the defense effort.

Presiding with Mr. Wilson will be Mr. McCoy as assistant NPA administrator, who announced the conference a fortnight ago. Members of NPA's Electronic Division—probably J. A. Milling, division chief; Donald S. Parris, deputy director, and Leon Golder, director of the Radio-TV Section—also will be on hand.

Mr. Golder is formally in charge of the administrative order which laid the groundwork for controversy in industry and even government quarters. Mr. Milling also heads up the DPA Electronics Production Board.

Virtually the same firms which sent representatives to last fall's conference are expected to be in

(Continued on page 72)

FREEZE LIFT

Will Materials Thaw Too?

WHAT will thawing of FCC's television station freeze mean to TV broadcasters in terms of scarce materials for facilities?

This question came to the fore last week on the heels of FCC Chairman Wayne Coy's prediction that not over 20 new TV stations would be granted by the Commission this year. (See separate story.)

In general terms, the materials picture does not augur for optimism—either by the year's end or in the foreseeable future. Defense Mobilizer Charles E. Wilson has indicated that the mobilization program is being stretched from three to four years.

Authorities conceded that this could lengthen the shortage period beyond mid-1953 — date estimated earlier.

But, getting down to immediate cases, for the 10 or 20 TV broadcasters who are fortunate enough to obtain grants by, say, the fourth quarter, the outlook does not shape up too dimly.

All indications point to the probability that they will have sufficient materials to complete construction or add TV facilities to existing broadcast plants. What will happen to others who obtain grants in 1953 remains conjectural.

There's speculation that steel will become more plentiful later this fall, in the fourth quarter. Copper, however, is expected to remain scarce. And aluminum is still short, though not so critically.

There's a hidden factor here, too. A number of prospective TV applicants have already begun construction planning and even stocked up equipment, or will have easy access to transmitters, towers and other items. Some purchased products before the pinch became a reality.

Officials of the Defense Production Administration point out that enough transmitters are in production or inventory to accommodate anywhere from 50 to 60 construction permits for new UHF-VHF stations.

Certain-type towers are authorized as Class "B" products under the National Production Authority's Products Code and are available to TV broadcasters. Even wooden structures could be used if the situation gets really tight.

There's another "loophole" in NPA regulations—an "out" for television broadcasters who would proceed on a minor scale. This is the self-authorization provision, under which, NPA authorities freely concede, broadcasters could get needed materials for other than modest alterations, installations or remodeling.

The provision enables broadcasters to write their own orders for 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum "for a single project in any one quarter." While NPA is known to frown on inventories, authorities freely acknowledge that broadcasters could accumulate enough materials for major undertakings.

Outlook at NPA

NPA says flatly that new construction not already underway will be denied in the second quarter, and perhaps subsequent quarters. But there's a proposal in DPA-NPA quarters to set up a new system: granting building permits under a priority system with a rain check on future supply of materials as they become available.

Another factor involves members of Congress. Once the freeze is lifted, processing starts and CPs are granted, it's a foregone conclusion that senators and representatives will make a pitch for constituents and urge NPA to allot materials.

With respect to steel, there are chances for foreign imports and NPA has approved creation of a task force to study the problem of decontrolling certain steel products now in fairly good supply. The big pinch remains on copper, partly because of a slowup in delivery of scrap.

Copper will be limited further in entertainment and commercial construction, but no such restriction will apply to the industrial category under which radio-TV broadcasting now falls. Dollar limitations may be placed on industrial projects—the sum of $100,000 is currently under study as a value ceiling for building equipment and materials requiring so-called DO ratings.

The problems of individual station broadcasters and networks on construction invite comparison. NPA authorities have noted that some networks have purchased or leased theatre or other studio facilities for television operations. But plans for new radio-TV centers not yet underway appear hopeless for the "duration."

There is another phase, too. Radio-TV receiver output is expected to hold up fairly well in 1952, due to a number of factors, including industry conservation measures and ingenuity.

This represents one of the more critical aspects at a lower level in the chain of production—manufacturing of such component parts as rectifiers, loud-speakers, capacitors and resistors.

Film Writers to TV

EMPLOYMENT of movie writers in television is 80% above a year ago, according to Screen Writers Guild. December tabulation showed 110 screen writers employed on TV and documentary films as compared to 61 a year ago. Although there was a fall-off in employment of SWG members among major film studios and independent movie producers, this decrease was partially compensated for by the widened activity in TV, Screen Writers Guild report showed.

EARLY TV THAW WOULD PLEASE TRUMAN

More Stations the Better for Informing Public, He Notes

PRESIDENT TRUMAN unofficially cast a strong vote for the earliest possible thawing of the TV freeze at his news conference last Thursday.

The Chief Executive tossed video a bouquet in answer to questions by reporters, assembled in the old State Dept. building adjoining the White House.

Asked if he would like to say when he thought the freeze would be over, Mr. Truman said that he could not answer that since he did not know.

But he asserted that, in his belief, the more television stations we have, the greater likelihood there would be of getting the truth over to the people during the election campaign.

With a smile, he commented that this was no reflection on his predominantly-newspaperman audience. This brought a laugh from the more than 100 newsmen present.

The President denied, however, that he had urged the radio-TV section of the National Democratic Committee to encourage as many video stations as possible to be operating in September.

There was no question as to how Mr. Truman himself felt personally about TV. Referring to his 1948 campaign, the President said he went before the people and that resulted in his winning.

He commented that while he did not believe television would revolutionize campaigning as we know it today, he unqualifiedly believed it would play a great part in any forthcoming campaign, including the current one.

ONLY 10-20 TV GRANTS

Seen by Coy in '52

NOT MORE than 10 or 20 TV station grants will be made this year, FCC Chairman Wayne Coy told members of the Cleveland chapter of Sigma Delta Chi last Monday.

He also told the journalism fraternity members that he believed the final decision on ending the 40-month-old TV freeze would be issued "in a month or quite close to that," and that after a 60 or 90-day waiting period for new applications and the amending of old ones, the Commission could begin processing applications between May 1 and June 1.

But TV grants will not be coming too quickly, he added, "unless we are dramatically rescued at the crucial moment and given reinforcements through greatly increased appropriations." The FCC chairman pointed to limited staff—"only seven hearing examiners for the entire country"—as being the crux of the Commission's TV problem [B•T, Jan. 28, 14].

TV will be the dominant broadcast medium, Mr. Coy told his audience of newspapermen. He forecast a nationwide system of 2,000 "or more" stations.

All events of interest to the public ought to be made available, even if new ways to sponsor them must be found, Mr. Coy said, obviously referring to subscription-type TV.

Favoring the Benton Bill (S 1579), Mr. Coy told reporters that the proposed advisory committee could protect broadcasters by recognizing only respectable complaints against the industry.

Perhaps 60% of the American people will participate in the Presidential conventions this year, Mr. Coy estimated. "During the last campaign, TV had an impact," Mr. Coy said. "Imagine what that impact will be in this fateful year of 1952 when there are 16 million sets in use and perhaps 60% of the American families looking in—seeing and hearing and understanding more about what goes on in the conventions than most of the spectators right in the hall."

In talking about color TV, Mr. Coy commented:

"Some people feel that this delay in the introduction of color in television (stoppage of color TV set production at the request of mobilization officials) may be turned to advantage if, as some predict, a compatible system of color television is ultimately shown to be practical. Such predictions heretofore have had a way of disappearing into the limbo when they have served their purpose of blocking developments by others."

Manufacturers should engineer TV sets so that they can be adapted or converted to color, "quickly and at reasonable cost," Mr. Coy said.

FM still has a future, Mr. Coy predicted.

"The increasing crowding of the AM band by more and more Ameri

(Continued on page 72)

NEGOTIATIONS for 13-week sponsorship on WWJ-TV Detroit of *Dangerous Assignment*, starring Brian Donlevy, are completed by (l to r): Arthur E. Wible, vice pres., Altes Brewing Co., Detroit; Howard H. Colby, firm pres.; Hubert R. Doering, McCann-Erickson, agency; and Norman Hawkins, WWJ-TV sls. mgr.

SWITCH of *Break the Bank* from NBC-TV to CBS Television is made final by Robert B. Brown, pres., Products Div., Bristol-Myers. Standing (l to r): Donald K. Clifford, pres., Doherty, Clifford & Shenfield, handling account; Bert Parks, program m.c.; Fred Thrower, CBS-TV pres. in charge of network sales.

CARL N. CHISPIN, pres., Mutual Motorists Ins. Co., signs for 52 weeks of Marquis Childs' weekly *Washington Spotlight* on WCPO-TV Cincinnati. Also seated is Jules Leventhal, station salesman. Standing: John A. Hoermle (l), vice pres., Adv. Council Inc., and Phil Haynes, sponsor's man on TV in Cincinnati.

BUYING tickets for Jan. 6 debut of M&M *Candy Carnival* on CBS Television from Barker Gene Crane are (l to r): Kendall Foster, vice pres. in charge of TV for William Esty Co., agency; Harry Ommerle, CBS-TV prog. dir.; John McNamara, pres., M&M Ltd.; and Charles Vanda, vice pres., WCAU-TV Philadelphia, producer of show originated by that station.

C. H. MASLAND & Sons (Beautiblend Broadlooms) takes alternate Friday sponsorship of the adult science fiction series, *Tales of Tomorrow*, on ABC-TV. Seated are Wiley Adams (l), ABC-TV sales; and Vic Seydel, radio-TV head of Anderson & Cairns, agency. Standing: Karl Knipe (l), agency acct. exec., and George Foley, program producer.

THOMAS FRENCH & Sons plans Rufflette draw-drape test campaign on WBEN-TV Buffalo. L. to r.: Mary Jane Abeles; Eric Thorpe, sponsor pres.; Norman Jones, firm publicity dir.; Seymour Abeles; and Mrs. Thorpe. The Abeles conduct WBEN-TV's five mornings weekly *Shoppers Guide*.

TELEPROMPTER

Cue Device Firm Signs With CBS Television

TELEPROMPTER Corp., New York, last week announced it had signed a long term contract with CBS Television for the use of its cueing service on TV programs, reportedly involving a guarantee of $400,000 for the first two years.

At the time of this announcement, TelePrompTer Director Irving B. Kahn also reported the company has established offices in Washington and Hollywood. Margaret (Mugs) Richardson will act as Washington representative. In Hollywood, company will be represented by a franchised group known as TelePrompTer of California Inc., under direction of Stanley Myers, former National Theatres executive; Lewis J. Blumberg, president of United World Films; and Richard Dorso, former executive vice president of United TV Programs.

TelePrompTer system, according to Mr. Kahn, employs a roll of paper on which is printed entire script of program—including music, where necessary—in characters approximately an inch high. The paper is housed in a small cabinet in which the roller moves at a variable speed controlled remotely by an operator. On an "average" program, four of these machines, electronically synchronized are placed around the studio within sight of actors but outside of camera range.

Designed to "reduce the necessary hours of costly studio rehearsal time and to eliminate the fear of forgetting . . . lines," TelePrompTer idea was originated by actor Fred Barton, now an executive in the company with Mr. Kahn and Hubert Schlafly, director of research.

TelePrompTer equipment was said to have been used first a year ago on CBS-TV, and has been employed since by stars including Arthur Godfrey, Garry Moore, Steve Allen and Ed Sullivan. It was reported by a company spokesman that President Truman, Secretary of State Dean Acheson and the Defense Mobilizer, Charles E. Wilson, have made use of the system.

VIEWER CHOICE

Greater In Cincinnati

COMPETITION has given Cincinnati televiewers a greater choice of programming than is found in cities many times larger, according to James D. Shouse, board chairman, Crosley Broadcasting Corp.

Mr. Shouse advanced this opinion at a meeting of Southern Ohio, Northern Kentucky and Southeastern Indiana Educators.

In no other city, declared Mr. Shouse, including New York and Washington, will you find the intense competition, both business and audience, that is found in Cincinnati.

The Crosley executive then referred to the Xavier U. survey on "Television and School Children," and voiced hope that other and similar research be done.

In the Xavier U. survey, it was found that a child's learning in school is not affected by whether he or she has a television set at home [B•T, Dec. 31, 1951].

"Commercial opportunities which accrue to the licensees of the television stations in communities would seem to carry with them, equal obligation in this field," Mr. Shouse said.

Xavier survey and a similar study earlier in 1951 by the U. of Cincinnati were financed through fellowships granted by Crosley.

DUMONT SALES

Trans. Div. Expands

DESIGN for superior sales and technical services has been completed by Allen B. DuMont Labs., Transmitter Div., N. J., which announced Monday a comprehensive, three-point sales reorganization program to be undertaken shortly.

Plan calls for (1) regrouping major sales areas and appointment of many new sales representatives, (2) setting up sales offices in key cities throughout the country, and (3) launching intensified cooperation between the division and its field representatives in order to provide detailed attention to current or potential station customers, James B. Tharpe, division sales manager, said.

Transmitter sales areas are being regrouped into three main districts: eastern, central and western, each to be supervised by managers yet to be announced. Each district ultimately will be subdivided into territories, to be covered from key city offices by regular field representatives. A fourth district, the New York metropolitan area, will be administered directly from division headquarters.

Others to Be Named

Program also calls for naming foreign and industrial sales representatives who will take over South American and overseas markets, as well as American manufacturers interested in industrial television.

Keyed to the steady growth in the division's volume and the forthcoming lifting of the FCC station freeze, the expansion is being undertaken, Mr. Tharpe explained, in answer to the constantly increasing number of orders for, or inquiries about, new transmitters and related equipment produced by the DuMont division.

Stop Press!

FIRST WEEK'S NATIONAL ARB RATINGS

18.0 Cumulative rating
5.3 daily rating average
1,129,000 average daily viewers
$1.79 cost-per-M per commercial minute

today"

7-9 AM EST

the TV program that is changing the habits of the nation

20,000 mail requests from an advertiser's announcement at 8:20 AM in the morning...and among these requests to Dave Garroway for a free issue of Kiplinger's "Changing Times" thousands of statements that people are actually changing their living habits to watch "Today."

See them change—just three pages ahead . . .

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Ralston (alt. sp.) Space Patrol L	*Mr. Imagination*		General Foods Roy Rogers F
6:15				
6:30	Reichhold Chemicals Town Meeting L & F	*Sam Levinson Show*	*Georgetown U. Forum*	General Foods Claudia L
6:45				
7:00	Goodyear Paul Whiteman L	Wrigley Gene Autry Show	*Stage Entrance*	U. S. Rubber Royal Showcase L
7:15				
7:30	Kaiser-Frazer The Adventures of Ellery Queen L	American Tobacco This Is Show Business		General Foods Young Mr. Bobbin
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour C-P-P
8:15				
8:30				
8:45				
9:00	Arthur Murray Inc Arthur Murray Party L	General Electric Fred Waring	Clorets Chlorophyll Gum and Indus. Tape (Texcel) King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Break the Bank	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Evan. Assn. Hour of Decision F	B.F. Goodrich Celebrity Time	Crawford Clothes They Stand Accused	P&G Red Skelton Show L
10:15				
10:30	Young People's Church Youth on the March F	Jules Montenier What's My Line		Regent Cigs. Cameo Theatre L
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
	Kellogg Space Cadet L			
			General Foods Capt. Video	RCA Kukla, Fran & Ollie Vit. Corp. of Am., The Goldbergs L
	Ironrite Hollywood Screen Test L	GM-Oldsmobile News Chesterfield Perry Como		P&G Those Two L Camel News Caravan L
	Seiberling The Amazing Mr. Malone (alt.) Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre	*Pentagon Washington*	Crosley Speidel (alt. wks.) P. Winchell J. Mahoney
	Life Begins At 80 L	Lever-Lipton Godfrey's Talent Scouts	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
	Skippy Peanut Butter You Asked For It L	Philip Morris I Love Lucy	Co-op Wrestling with Dennis James	Admiral Lights Out L
	In Our Time F	General Foods Sanka It's News To Me		Johnson Wax alt. with American Tobacco Co. Robert Montgomery
	Bill Gwinn Show (except WJZ-TV) L	Westing-house Studio One		
	Co-op Stud's Place (except WJZ-TV) L			Co-op Who Said That L
		Longines Chrono-scope		

TUESDAY

	ABC	CBS	DuMONT	NBC
			General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie *Bob & Ray Show*
	P&G Beulah F	GM-Oldsmobile News Fatima Stork Club		Chevrolet Dinah Shore L Camel News Caravan L
	Mogen-David Wine Chas. Wild Private Detective L	Elgin Amer. F. Sinatra Feb. 12 only	*What's the Story With Walter Kiernan*	Texas Oil Co. Texaco Star Theatre
	Met. Opera Auditions L	*Frank Sinatra Show*	Curtis Publishing Co. Keep Posted	
	United—Or Not? L	Schick Inc. Crime Syndicated	Serutan Battle of the Ages	P&G Fireside Theatre
	On Trial L	Electric Auto-Lite Suspense	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
	Film	Block Drug Danger	Co-op Hands of Destiny	P. Lorillard Original Amateur Hour L
	Chicago Symphony (Except WJZ-TV) L	R. J. Reynolds My Friend Irma		Considine Mutual of Omaha
		(11:15-11:30) Burlington Mills Continental		

ABC

	ABC
	Kellogg Space Cadet L
	Bendix Swanson (alt. wks.) The Name's The Same L
	Paul Dixon L
	The Ruggles F
	Rendezvous L
	Celanese Corp. Celanese Theatre (alt. wks.) L Frigidaire Pulitzer Prize Playhouse L
	Co-op Wrestling L

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30		*In The Park*		
11:45	*Junior Crossroads*			
12:00 N	R. Joe Inc. Ranger Joe L	Ranger Joe Corp. Ranger Joe		
12:15 PM	Sweets Co. Tootsie Hippodrome L	TBA		
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival	Walter H. Johnson Candy Co. Flying Tigers	
12:45				
1:00	*Horizons* L & F			*Frontiers of Faith* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		M-Th 10-10:15 CBS News Lever-Rinso (M.Th.) Godfrey		*Mel Martin Show* L
		GM-Hudson The Bride & Groom		*It's In the Bag* L
		Al Pearce Show		*Ernie Kovacs Show* L
	Dennis James Show (Mon.) L	C-P-P (MWF) Strike It Rich		*Dave and Charlie* *Harkness and News*
	Warner Hudnut (M-W-F) 12:30-1 Lever Bros. (Tu-Th-F) 12-12:15 Amche-Langford L	*Egg & I*	*Woman's Club*	Prtcpting. Sponsors Ruth Lyons 50 Club L
		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	
		P&G Search for Tomorrow	*Take the Break with Don Russell*	*The Bunch* L
		Steve Allen		
	(See Footnote)	P&G T.&Th. Steve Allen	Premier Products Rumpus Room with Johnny Olsen	

SATURDAY

	ABC	CBS	DuMONT	NBC
				Rootie Kazootie
	Hollywood Candy Co. (alt. wks.) Jr. Circus L Hold'er Newt			*Cactus Jim*
	Personal Appearance Theatre F	*The Whistling Wizard*	Internatl. Shoe Co. Kids & Company	
	A Date with Judy L	Brown Shoe Smilin' Ed McConnell		*Midwest Hayride*
	General Mills Betty Crocker L	National Dairy The Big Top		
	Carter Prods Cty Hospital L (alt. wks.) Newsstand Theatre L			

ABC

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

FOR FEBRUARY 1952

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie *Bob & Ray Show*
7:15				
7:30	General Mills Lone Ranger F	GM-Oldsmobile News Fatima Stork Club		Chevrolet Dinah Shore L Camel News Caravan L
7:45				
8:00	Toni, H. Bishop (alt.) Stop The Music L	Carnation Burns Allen (alt.) Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F
8:15				
8:30	Lorillard Stop The Music L	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
8:45				
9:00	Cluett-Peabody Herb Shriner L	Esso Alan Young Show	*Shadow of the Cloak*	Fatima Cigarettes Dragnet F
9:15				
9:30	American Tobacco Meet the Champ L	Lever Rinso Big Town		Ford Ford Festival L
9:45				
10:00	*How Did They Get That Way?* L&F	Philip Morris Racket Squad	*Author Meets the Critics*	U.S. Tobacco Martin Kane
10:15	*Earl Wrightson Show* L	Carter Toni (alt.) Crime Photographer		Standard Oil Wayne King
10:30	*Carmel Myers* L			
10:45		Burlington Mills Continental 11:15-30 pm		*TV Opera* (once a month) L
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	Kukla, Fran & Ollie The Goldbergs L
7:15				
7:30	Green Giant Linkletter F (alt.) Brown Shoe, Say It With Acting L	GM-Oldsmobile News Chesterfield Perry Como		P&G Those Two L Camel News Caravan L
7:45				
8:00	Sterling Drug Mystery Theatre F	General Foods Maxwell House Coffee Mama	Mennen Co. Twenty Questions	RCA Victor Show
8:15				
8:30	General Mills Stu Erwin F	R. J. Reynolds Man Against Crime	*Not For Publication*	Gulf Oil We, The People
8:45				
9:00	Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars	Old Gold Down You Go	American Cig. & Cig. Big Story
9:15				
9:30	Kreisler, Masland (alt. sp.) Tales of Tomorrow			Campbell Aldrich Family
9:45				
10:00		Gen. Mills (alt. wks.) Grove Live Like a Millionaire	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports
10:15		Pearson Pharmacal Hollywood Opening Night		
10:30		Longines Chronoscope		Chesebrough Greatest Fights
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Amend Co. Meet the Champ L			
6:15				
6:30	Anthracite Int. Better Home Show L	*Corliss Archer*		*Mr. Wizard* L
6:45				
7:00	*Saddle Pal Club* F	Lambert Pharmacal The Sammy Kaye Show	*Pet Shop*	*Assembly VI*
7:15				
7:30		Sylvania Beat The Clock		Manhattan Soap One Man's Family
7:45				
8:00	Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser		Snow Crop Pet Milk Kellogg
8:15				
8:30	*Sports Review* F	Ken Murray		All Star Revue
8:45				
9:00	*Inter-Collegiate Basketball* L	Pepsi-Cola Faye Emerson		Reynolds S.O.S. Benrus
9:15				
9:30		*The Show Goes On*		Libby, McNeill & Libby Lehn & Fink Eversharp
9:45				
10:00		*Songs For Sale*	Co-op Wrestling from Chicago Jack Brickhouse	Your Show of Shows
10:15				
10:30				American Tobacco Your Hit Parade
10:45				
11:00	Word of Life Song Time L			
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
6:00 PM			*American Inventory* L
6:15			
6:30			*Battle Report*
6:45			
7:00			
7:15			
7:30			Bohn Alum. American Forum L
7:45			
8:00			Johns-Manville Fair Meadows USA L
8:15			
8:30			Hallmark Sarah Churchill L
8:45			
9:00			Revere Meet the Press
9:15			
9:30			Minn. Mining & Mfg. Juvenile Jury
9:45			
10:00			Quaker Oats Zoo Parade L
10:15			Derby Foods Sky King Thtr., F alternate Those Endearing Young Charms
10:30			
10:45			
11:00			
11:15 PM			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15		Garry Moore Show (See footnote)		
6:30				
6:45		P&G First 100 Years		
7:00				
7:15		Pillsbury House Party 3/3		The Big Payoff CPP (M-W-F)
7:30		*Mike & Buff Show*		
7:45		General Foods (W-F) Bert Parks Show*		(MWF) Ralph Edwards (TuTh) G.E. Bill Goodwin
8:00				
8:15				Participating Sponsors Kate Smith Hour
8:30				
8:45				
9:00		*United Nations in Action (Film)*		
9:15				
9:30				Lever Hwkns. Falls L
9:45				Gabby Hayes*
10:00				Mars, C-P-P Welch, Klog. Int. Shoe Wander Howdy Ddy. L
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00		Basketball		
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				*Youth Wants to Know*
11:00				*Nature of Things*
11:15 PM				*Morgan Beatty News*

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-intereconnected stations; S, sustaining.

ABC—1-1:30 p.m., Tues., Jessie's TV Notebook participating). Clorox & Crosley (L); 1-1:15 p.m., Wed., Gaylord Hauser, Minute Maid (also Frt., same time, sustaining) (L).

CBS—1:30-2:15 p.m. Best Foods,G. E., Hansen's, Labs, P&G, Qkr. Oats, Reynolds, Standard Brands, Stokley-Van Camp, O'Cedar, Corn Prods, Garry Moore Show.

10-10:30 a.m., Frt., CBS News is half hour instead of 15 min.

10:30-10:45 a.m., M-Tu., W, F. Gen. Mills sponsors The Bride & Groom; Hudson Paper on Th.

3:30-4 p.m., Mon. Bert Parks Show S.

3:30-4 p.m., Tues. & Th., Mel Torme Show, S.

NBC—Mon.-Frt., 7-9 a.m., Today, Dave Garroway, L. Mon. 8:15-8:20 a.m., Kiplinger; 8:20-8:25, Pure-Pac.

*Quaker Oats—Mon. & Frt.; Peter Paul—Th.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

February 4, 1952 *Copyright 1952*

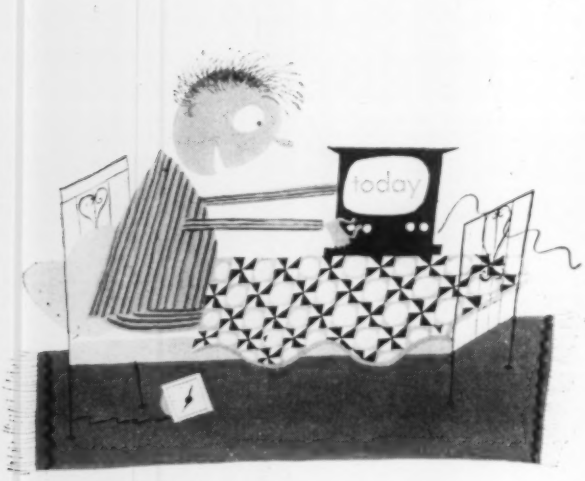
"today"—*morning habit-breaker in action . . .*

"so I flew to the TV. . . to dress, of all places, in the dining room! . . ."

BROOKLYN, N. Y

"Enjoying firsthand news—neglecting the wash! It's worth it! . . ."

WALLASTON, MASS.



"The pleasantest and most interesting 'waker-upper' I've ever seen . . ."

EASTON, PENNSYLVANIA

"glued to my TV set—as I have coffee on the floor . . ."

NEW YORK, N. Y.

"we are two old folks, 74 years . . . just caretakers on a farm . . . we'll be there each A.M."

SOUTH LINCOLN, MASS.

"TODAY" IS NETWORK TELEVISION FOR A SONG

MARKETS *are reached on a national scale, with 30 stations already taking the show live.*

RESULTS *start the day your first commercial hits the air and is seen by the entire family, before the shopping day begins.*

PRICES *start as low as $2,000 for a participating sponsor.*

NBC *television*

30 Rockefeller Plaza, New York 20, New York

A Service of Radio Corporation of A

Drys Drench S 2444

(Continued from page 32)

not a prohibition bill in any sense of the word. It does not prohibit any legal or prevailing alcoholic practice. . . . We are for it because we cannot afford to be against it. . . . Also we favor an amendment to include beer and wine of any alcoholic content. We favor this to put some teeth, some wisdom teeth, in the proposed law.

George Riley, representing the AFL, told the committee, however, that the union looked at the bill as a rearing up of prohibition. The "ball game," he said, referring to prohibition, was "over" when the 21st Amendment came along.

This bill, Mr. Riley continued, "is the first step to get the men back on base and begin the ball game all over again."

It differs from the Langer Bill only in that instead of all alcoholic beverage advertising, it would restrict the ban to liquor only, and rather than all channels of media, only radio and TV would be affected. Otherwise, he said, it had the same purpose.

Another witness, Charles A. Sands, representing Hotel and Restaurant Employes and Bartenders International (AFL), said his union members were against the bill because it would cast an "inference" against the business in which his 450,000 membership was actively engaged.

Sen. Magnuson pointed up during the hearings that there is no liquor advertising on the airwaves at present and that the legislation is "preventive" rather than "corrective." He noted that many witnesses spoke in terms of liquor advertising now on the air.

Johnson Rebuttal

Chairman Johnson rebutted Sen. Magnuson's comments by asserting that Hawaii and Alaska have liquor firm sponsorship of certain programs carried there. "Then there are several stations in the United States that are indirectly advertising distilled liquors. So while for the most part it is preventive legislation, nevertheless it is not altogether preventive legislation."

Earlier, Sen. Johnson had outlined his thoughts on the bill, which he co-sponsored with Sen. Francis Case (R-S. D.), in greater detail. Congress should protect the American home from an "invasion of whiskey salesmen" through radio and television advertisements, Sen. Johnson said. Liquor advertising is getting its "toe in the door" in radio and TV. "Mixed drinks" have been mentioned in restaurant advertising. He pointed out that a distiller now advertises on television that a beer company is a subsidiary of his firm. (Understood to be Schenley International Corp. of which Blatz Beer is a subsidiary; program said to be *Amos 'n' Andy* on CBS-TV, Thursday, 8:30-9 p.m.).

If such advertising continues, the Senator said, liquor firms "may get their whole foot, and perhaps their body in the door . . . The first thing you know, we'll have a $10 million advertising program for liquor on the television and radio." It is up to Congress to protect homes from such advertising, he added.

Sen. Case, who appeared briefly Wednesday, said such advertising could reach the radio-TV "captive audience."

According to Sen. Case, the problem of liquor advertising on the airwaves could not be handled by the states but must be federally regulated. In radio and television advertising, the Senator said, "we have a different situation than in advertising in newspapers or magazines" for in the latter media, the reader can "turn the page" if he is not interested.

John L. Huntington, assistant deputy commissioner of the Alcohol and Tobacco Tax Division of the Treasury Dept., told the committee that his unit had asked members of the distilled spirits industry "not to use radio or television for advertising." Otherwise it took no part in what was a matter of Congressional interest.

Also read into the hearing record by Sen. Johnson was the section of the NARTB TV Code dealing with the "Acceptability of Advertisers and Products — General," particularly that subsection (1a) which reads: "The advertising of hard liquor should not be accepted."

The day before the hearing's start, temperance leaders from all over the nation met in the Capitol Rotunda for a worship service. Later a breakfast was held in a Senate dining room, where Sen. Johnson spoke briefly.

At the outset Sen. Johnson detailed in length certain correspondence which he had with the FCC and Treasury Dept. concerning the advertising of liquor on radio and television.

Correspondence with FCC in brief was: A letter, July 26, 1949, from the Senator to the FCC asserting that the distillers were proposing to advertise alcoholic beverages on American radio stations; an answer from FCC to the Senator, Aug. 11, 1949, saying in effect the Commission recognized the seriousness of the problems but pointed out limitations of its authority on the subject.

A letter, Oct. 17, 1950, from the Senator noting the beginning of liquor advertising on radio stations in Hawaii and Alaska. Answer from FCC, Jan. 10, 1951, saying it had limited power and reiterated its position that the answer to the problem was Congressional legislation.

A further Johnson letter, March 31, 1951, enclosing a statement by the old Federal Radio Commission which set forth a policy against liquor advertising on the air, stating that FCC had the authority at one time. An answer to this, May 3, 1951, that the FCC has not had this policy since the passage of the Communications Act of 1934.

Still another letter, Jan. 23, 1952, from Chairman Wayne Coy of FCC, commenting on S. 2444, said the majority of the Commission feels that "this bill presents questions of national policy and it [FCC] does not desire to express any opinion with respect to the merits of the proposal. Comr. [Paul A.] Walker desires to state that he is strongly in favor of the enactment of such a proposal."

WHY ONLY RADIO-TV?

Baylor Asks of Liquor Bill

IF THERE is to be a prohibition of liquor advertising on radio and TV, why not extend it to all newspapers and magazines which actually do carry such advertising at the present time?

That's the question posed to Senate Interstate & Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.), whose group now is holding hearings on a bill to prohibit liquor advertising on the airwaves. Questioner was David M. Baylor, vice president and general manager, WJMO (Cleveland, Ohio) Broadcasting Co.

In a letter to the Senator last week, Mr. Baylor pointed out that if such a prohibition is to be had, it should be all-inclusive, "otherwise, it is out and out discrimination against radio and television, both of which have suffered more than their share of discrimination."

Mr. Baylor said he was in part agreement with the "drys" in that there has been some "poor taste used in the advertising of beer and wine on radio and television" due to the fact that radio has a greater "remembrance impact on people than has the printed word."

WAVE-TV TOWER

Ruled Subject to City Tax

KENTUCKY Court of Appeals in Frankfort last week upheld a lower court's decision that the television tower of WAVE-TV Louisville is not manufacturing machinery and therefore is subject to city tax.

The station had sought to have the 570-ft. tower classified as manufacturing machinery, which is exempt from city tax.

Case was argued about the tower but the court held that all WAVE-TV property is subject to municipal levies. No estimate was given on the value of the WAVE television equipment.

Hubert T. Willis, attorney for WAVE, said he would await a thorough reading of the appellate court's decision before deciding on future action.

Russell Signed

BERTRAND RUSSELL, philosopher and winner of the 1950 Nobel Prize for literature, has signed with NBC to make one film expressly for television. Plans call for early spring release of a half-hour program, to be called "eighty years of changing beliefs and unchanging hopes."

KFMB TV Channel-8
SAN DIEGO'S 1st and Only TELEVISION STATION blankets CALIFORNIA'S THIRD MARKET
Surprised?
Dollar Value of Agricultural Production Placed San Diego County 20th
Among the 3,069 Counties in the entire United States
Wise Buyers BUY KFMB For More Business!
KFMB-TV Channel 8
KFMB-AM 550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

PIED PIPER OF SYRACUSE

There's a modern Pied Piper charming youngsters in Central New York every afternoon on WHEN.

He's our Bob Ehle whose personal appearances invariably draw turn-away crowds.

You'll find Bob Ehle at "THE BUNKHOUSE" every weekday afternoon at 5:00 P. M. on WHEN.

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT BOB EHLE'S "BUNK HOUSE" TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

A MEREDITH TV STATION

HEARING CODE

N. Y. State Bar Assn. Asks

BROADCAST and telecast coverage of any congressional hearing or court trial at which witnesses appear unwillingly was denounced last week by the New York State Bar Assn. when it adopted resolutions proposing a code for all Congressional hearings.

The New York State Bar proposals, carried in an oral vote of about 200 ayes to several dissents, was described as being intended primarily to protect individual civil rights, rather than to oppose the function of public media. Louis Waldman, New York labor lawyer who, as chairman of the association's Committee on Civil Rights, presented the resolutions, said that the need for a code to guide Congressional hearings exists, even where there is no radio, television or newsreel.

Only speaker against the resolutions was Stuart Sprague, counsel to the television industry committee to negotiate with the American Society of Composers, Authors and Publishers, who pointed out that the Assn. of the Bar of the City of New York, meeting the previous week in the same room, had rejected a similar stand [B•T, Jan. 21].

Stressing that television should not be on trial before the state association, Mr. Sprague asserted that the medium should not be blamed if a legislator intrudes upon a witness' personal affairs or questions him improperly: "The remedy is not to bar television but the legislator who abuses his office. The most effective deterrent is exposure of this legislator to the public itself," he said, asking, "are we, in our zeal to protect an individual, to withhold information from the public?"

Resolutions Listed

First resolution prohibited radio and television from Congressional or executive hearings where a witness is compelled to testify by subpoena. Congressional hearings on pending legislation — where witnesses appear voluntarily — were specifically excluded, however. The second resolution called for a uniform code at hearings to assure protection for the witness, while the third article urged statutory prohibition of broadcasting or photographing at judicial trials.

Mr. Waldman conceded that "it may perhaps be good" to telecast, broadcast, or make newsreels of UN proceedings, Congressional action on the floor, state legislature meetings or even city councils, but he considered cameras focusing on a subpoenaed witness as the "third degree." He criticized TV coverage of the Kefauver crime hearings as "a marvel of spectacle that put Barnum & Bailey in the shade," describing the hearing room as converted "into a veritable studio where even a polished actor would forget his lines."

Keith Lorenz, chairman of the New York State Labor Relations Board, said, in support of the proposals, "television has a million eyes, and they have no right to scrutinize a man when he's forced to testify."

The state bar's action followed a report adopted by its committee on Civil Rights in December opposing broadcasts and telecasts of Congressional or executive hearings while witnesses are testifying, "except at public hearings on pending legislation" [B•T, Dec. 24, 1951].

Stock Reports

(Continued from page 61)

in easy-to-understand abbreviations, rising vertically on the television screen, with background music, business news, or appropriate interviews accompanying the picture.

Business interest in the program has been immediate and impressive, it was reported, and Mr. Morse said he hoped to announce sponsorship of his program within a week or two. A number of Wall St. firms expressed interest in the project, although it seemed last week as though brokers—still reluctant to advertise singly—might sponsor the program collectively as an institutional promotion, perhaps later dividing it into segments for individual backing.

Further announcement of sponsorship depends "in part," Mr. Morse explained, on the winter meeting of the board of governors of the Assn. of Stock Exchange Firms, held Monday through Wednesday last week. The association itself is expected to announce any plans it may make for becoming a video sponsor, however.

A major asset of telecasting market reports, it was reported, is that such a program would educate potential investors in the lower and middle income brackets, informing them of the advantages of being share-holders in American business. Considered an excellent means of attracting new capital to business, such action also is described as strengthening the capitalistic system "by bringing Wall St. to Main St."

TV SPORTS AID

Is Cited by Promoters

THEORY that presence of television at sports events is harmful to gate receipts was debunked last week by spokesmen for two Metropolitan New York boxing centers, writing to WOR-TV New York.

Addressing Bob O'Connor, WOR-TV sports director, Andrew J. Kiefer, president of Ridgewood Grove, called attention to the Jimmy Herring-Tony Gandolfo middleweight bout of Jan. 19:

This show drew more people and had greater gate receipts than any show we have had for the past three years. The purpose in writing this to you . . . is to impress upon you my conviction that television is not injurious to the attendance of boxing or to any other sport.

H. Jordan Lee, director of Sunnyside Garden, wrote:

There is much to-do about television affecting the attendance at boxing shows, but excellent attendance at our shows these past few weeks made it evident to us that continual good shows will bring out the public . . . we feel only bad weather alone can affect our attendance.

Planning Aide

AN APPLICATION engineer to aid Washington consulting engineers in choosing equipment and planning stations for TV applicants has been added to the Washington staff of the GE Electronics Division. He is Jack H. Painter, who will serve under Robert J. Brown, manager of GE Electronics Division Washington office.

FILM RIGHTS SUIT

Republic Appeal Pends

WITH the way now cleared, notice of appeal is expected to be filed by Republic Pictures in the U. S. District Court decision handed down three months ago in favor of Roy Rogers, film, radio and TV singing cowboy star [B•T, Oct. 29, 1951].

The formal judgment was signed and entered by Federal Judge Peirson M. Hall on Jan. 26. Republic now can proceed with its planned appeal. No action could be taken until Judge Hall had signed the formal judgment.

In his findings of fact and conclusions of law, covering 39 pages, Judge Hall reiterated the view that Republic cannot sell Roy Rogers' old western movies to TV for commercial or sustaining purposes, maintaining that sustaining use constitutes advertising for the station. If Republic had any rights, the judge stated, it waived them by permitting the star his rights to commercial tieups.

In a precedent-setting decision which stymied several similiar deals for video by producers, Judge Hall last Oct. 18, after several weeks of hearing, granted Mr. Rogers a permanent injunction restraining Republic from carrying out its announced release of the films to TV.

RANGERTONE BEST FOR TV FILMS USED BY

REEVES SOUND STUDIOS, INC. 304 East 44th Street, New York 20, New York

SYNC-SOUND RANGERTONE 73 WINTHROP ST NEWARK 4, N. J.

thanks

thanks to you, your family, your friends, and your neighbors — because during the months of, (Source: The Pulse), September, October and November combined you gave to WPIX the third largest share of audience in the New York market.

thanks to our local and national advertisers — and their agencies — for rewarding WPIX's proven sales ability with an increase this year of over ONE MILLION DOLLARS.

Compare WPIX's potential set coverage and current base rate with any of the other stations telecasting from atop the Empire State Building.

	Total TV Sets in Metropolitan area*	1-hour Class A base rate
WPIX	**2,630,000**	**$1,500**
WABD	2,630,000	2,200
WJZ-TV	2,630,000	3,100
WCBS-TV	2,630,000	3,750
WNBT	2,630,000	3,750

**Source: NBC estimate as of 11/1/51*

Advertisers and their agencies know that once they buy time on WPIX to cover the New York market (which represents nearly 10% of national retail sales) they will not be asked to release their time to a network advertiser.

National Sales
Free & Peters, Inc.
New York City
Chicago, Illinois
Detroit, Michigan
San Francisco, Cal.
Hollywood, Cal.
Ft. Worth, Texas
Atlanta, Georgia

America's TOP Independent

WPIX Eleven NEW YORK

America's TOP Market

Color TV

(Continued from page 62)

attendance again—or at least were invited—for the Feb. 8 conclave [B•T, Jan. 21]. Each representative—a top executive of his firm—will be permitted to bring another member of his company (probably a technical authority).

Trade association officials, in line with usual government custom, were not invited to the meeting. NPA points out that the materials question involves allocations to manufacturers and not related interests.

Much of the spotlight will be focused on representatives from Chromatic Television Labs (half-owned subsidiary of Paramount Pictures), which proposes to manufacture the Lawrence tri-color tube.

Though Defense Chief Wilson did not amplify his statement citing "misunderstanding on the part of one company" as to the color TV order, it's generally acknowledged that he had reference to Chromatic.

Twentieth Century Fox Interested

Twentieth Century Fox Film Corp. also has a stake in the proceedings with its Eidophor theatre TV system. In the event its officials received no invitation—as was the case in the first conference—the limelight will shift to General Electric Co., which proposes to manufacture the Eidophor equipment. Twentieth Century has deferred in its action to two trade associations—the Motion Picture Assn. of America and Theatre Owners of America.

Attorneys for TOA and MPAA noted that "the motion picture interests were not invited to the original conference or to the proposed conference." The firms, in a second letter to NPA Administrator Henry Fowler, requested a separate meeting. The statement said:

"Against this backdrop, and in the light of both the importance and the separability of the subject of color TV for theatres, we request that a separate conference be arranged for those interested in this subject. If possible, we would like this prior to Feb. 8."

Previously attorneys for MPAA and TOA held that the order as presently written was meant to apply wholly to home TV receivers and not theatre color TV projectors, which would consume relatively small quantities of materials because of their limited number.

There was no reply late Thursday on the MPAA-TOA request. It was indicated that these organizations had given up hope for a separate conference and would await developments of the Feb. 8 conference before taking further action. Possibility that the order might be revoked or at least clarified to exclude theatre projection equipment was held out in some legal quarters.

NPA's order as it now stands prohibits the manufacture of color TV equipment or such equipment as is used (adapters, converters, etc.) to facilitate the reception of color TV broadcasting. It permits industrial "closed circuit" or defense applications, as well as experimental uses and research and test programs touching on further developments of color video systems [B•T, Nov. 26, 1951].

Joint TV Ownership

(Continued from page 62)

changes in plans. If not, they want to check antenna sites and tower heights against FCC-CAA criteria for aircraft navigation hazards.

If engineering does not meet those criteria, Commission TV engineers intend to refer such applications over to the Air Space Study Group of the CAA for consideration.

They recommend that new applicants — or old ones planning changes—might find it profitable to check antenna sites and tower heights with local CAA field men before establishing transmitter-antenna locations definitely.

They also emphasized that this should not be considered processing, and that there is no idea of giving early applicants any benefit in the way of prior consideration.

In a statement replying to the protests of three Illinois stations against what they alleged was the Joint Committee on Education Television's plan for semi-commercialization of educational TV stations [B•T, Jan. 14, Dec. 10, 1951], JCET last week avowed it never had any idea of suggesting that educational stations go commercial.

"It is crystal clear," the JCET statement read, "that the proposal of the Joint Committee did not contemplate the sale of time on any basis whatsoever. . . . It would be unthinkable . . . for an educational TV station to be classified as a commercial station for any purpose simply because it broadcast program of the [political] conventions this summer and which this year happen to be sponsored by Westinghouse and Philco."

First opposition to NBC's proposal that the FCC revise its ownership limitation rules to permit one company to own at least five VHF TV stations and an unlimited number of UHF [B•T, Jan. 21, 14, 7] came from J. Patrick Beacom, president of WVVW Fairmont, W. Va. In a Jan. 28 letter to the FCC, Mr. Beacom urged the Commission to protect the "home-owned" smaller applicant by maintaining the present five-to-a-customer limit. NBC has gotten support for its proposal from Fort Industry and the National Appliance & Radio Dealers Assn. [B•T, Jan. 28].

DRAMA SERIES

ALA, Pincus Bros. Plan

MAJOR authors, dramatists, screen writers, and radio writers will contribute to a new television drama series—tentatively titled *Theatre of America*—as result of an exclusive agreement between Irving and Norman Pincus, New York packagers, and the Authors League of America, parent body of four writers' guilds.

Announcement was slated for today (Monday).

Material to be made available to television for the first time, in what was understood to be a big-money agreement, specifically includes Noel Coward's *Conversation Piece*, an Ernest Hemingway short story, and originals by Gian-Carlo Menotti and Eric Ambler. Exclusive dramatizations are also scheduled by such authors as Vicki Baum, A. J. Cronin, John O'Hara, Rumer Godden, James Hilton, Margery Sharp, Charles Morgan, Pearl Buck, and Clare Booth Luce.

Among authors committed to appear on each of the projected shows are Tennessee Williams, J. P. Marquand, Noel Coward, Louis Bromfield, Dorothy Parker, Anita Loos, John Hersey, Marc Connelly, John Gunther, Christopher Morley, and Robert E. Sherwood.

Only 10-20 TV Grants

(Continued from page 63)

can stations, as well as the rapidly increasing number of stations in the other North American countries and the resultant interference work on the side of FM," he said.

Mr. Coy was bullish on facsimile. Referring to the technological and economics problems in electronics that have been solved, and rising newsprint and other production costs, Mr. Coy stated:

"I am confident that there is a radio newspaper in our future."

Cites Important Cases

In discussing various Commission policy actions regarding "freedom of expression," Mr. Coy highlighted (1) the network, duopoly and ownership rules of 1941; (2) the newspaper ownership investigation of 1941; (3) the 1945 WHKC Columbus, Ohio, decision which held that stations must give labor organizations the right to buy time to discuss controversial issues; (4) denial of the *Mansfield Journal's* application for a radio station in that Ohio city because of the discriminatory practices of its publisher—recently found guilty of antitrust violations by the Supreme Court [B•T, Dec. 17, 1951]; (5) the Port Huron and WDSU New Orleans decisions in 1948 and 1951, respectively, holding that speeches by political candidates cannot be censored by stations even though libel is involved; (6) reversal in 1949 of the pre-World War II Mayflower decision which forbade editorializing by stations, and (7) the outcome of the Richards case in 1950-51, which saw the licenses of the three Goodwill stations renewed [B•T, Dec. 3, 1951].

'TODAY' RATES 5.3

NBC-TV Cites ARB Report

AN AVERAGE of 1,129,000 viewers in 538,000 homes watched the new NBC-TV morning effort, *Today*, according to network spokesmen who last week quoted an American Research Bureau rating.

The 5.3 rating was described as "amazing" considering it was for first week for a new show in a new time segment. Cumulative rating, also for the full 7-9 a.m. program, was 18.0 or 1,830,000 homes reached, which NBC-TV said "puts early daytime TV clearly in the big leagues." The average viewing home, it was reported, spent one hour and five minutes with the program.

In a variation of the Sinatra-Berle contest, CBS-TV also released an American Research Bureau rating for its major morning entry, *Arthur Godfrey Time*, seen 10:15-10:30 a.m. Monday through Thursday. Its national rating averaged 12.4 or 2,116,500 viewers in 1,245,000 homes during the week previous to *Today*.

TV SPOTS

8 SECONDS $50

20 SECONDS $80

ONE MINUTE $150

If your problem is how to get low-cost TV film spots (with audio) to fit your budget, we can solve it for you just as we're doing for hundreds of small budget advertisers through-out the country.

Our 35 years of producing top-quality film titles and messages for theatres and advertisers is your assurance of the best professional work. You'll save time and money if you get our prices first.

Filmack Studios

1331 So. Wabash Ave., Chicago 5, Illinois

Completing arrangements for Ford dealer tri-state campaign on WSAZ-TV are (seated, l to r) Messrs. Rogers and Rardin while (standing) Messrs. Palmer and Wiggert register approval. ➤

McFARLAND BILL

House Group Resumes Study

LAWMAKERS on Capitol Hill roll up their sleeves once more on the McFarland Bill (S 658) tomorrow (Tuesday).

This is the legislation which would amend the Communications Act of 1934 by re-aligning the functions of the FCC in its broadcast activities.

The House Interstate & Foreign Commerce Committee, which resumes its executive session study tomorrow by agreement of its members last week, adjourned its task last October as the Congress, itself, adjourned after a prolonged legislative year [B•T, Oct. 22].

At that time, the committee chairman, Rep. Robert Crosser (D-Ohio) had announced that the group would take up the bill first on the agenda upon resumption of business this year.

The Congressmen are only a few sections into the bill, however. Whether there will be a speed-up in their consideration, as has been predicted in the past few weeks, is unpredictable.

The Senate passed the bill twice last year, first in its original form in February 1951 and again a month later as a "rider" to the monitoring bill (which the McFarland Bill had incorporated in its provisions).

SUBSCRIPTION TV

Suggested for Educators

AS A MEANS of financing "non-commercial" educational TV stations, Bernard B. Smith, New York attorney, suggests that the FCC grant them exclusive subscription TV rights so they could broadcast up to three hours per day of mass-appeal programs like top quality movies.

Mr. Smith advances his proposal in an article in *Harper's* magazine for February. He estimates that revenues from the three-hours-per-day subscription telecasts would support the entire operation of educational stations. Without such revenues, he believes few if any schools will be able to afford TV.

FORD DRIVE

Dealers Buy on WSAZ-TV

THERE's more than one Ford in the future of WSAZ-TV Huntington, W. Va.—thanks to one of the largest cooperative advertising campaigns in that region's history. Over 20 Ford dealers have banded together to advertise their 1952 models on WSAZ-TV, the station reports.

Representing the station on the contract were Lawrence H. Rogers II, general manager of WSAZ Inc., and Charles S. Palmer, station account executive.

The idea for the co-op campaign was conceived and arranged by J. C. Rardin, general manager of Galigher Motor Sales Co., Huntington. It was directed and executed by E. W. Wiggert, field manager for the Ford Motor Co., with 23 dealers in West Virginia, Ohio and Kentucky participating.

B&B APPOINTS

Names Kern, Potter, Selby

BENTON & BOWLES, New York, has reorganized its media department, dividing its accounts under the supervision of three directors who will be responsible for all activity of media on those accounts, H. H. Dobberteen, vice president in charge of media, has announced.

Mr. Kern

The three directors named are George Kern, who has been director of radio and TV time buying since 1941; Dan Potter, manager of publication media since 1948, and Herbert Selby, who has been handling Procter & Gamble media since last year.

Under Mr. Dobberteen's overall supervision, each of the directors is assigned a group of specific accounts, including radio and TV broadcasting, publication and outdoor advertising.

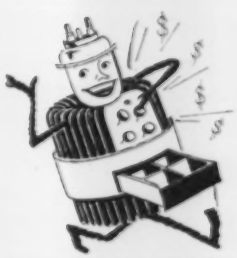
This is reportedly the first complete organization of a media department based along account lines instead of according to media function, it was pointed out.

Mr. Selby

Mr. Potter

ROY MAYPOLE, writer-producer-m.c. of KTTV (TV) Hollywood *In Our Times*, is to receive plaque Feb. 16 commending his special events work and interest in juvenile problems from Roly P. Nall, president, L. A. chapter, Optimists International.

The tube with the "built-in cash register"



This high-power triode literally *keeps on putting money in your pocket all its life.*

The secret: Its thoriated-tungsten filament takes 60% less filament power than would a pure-tungsten filament—can *save $1300 or more a year* on filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGAR has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kilowatt station now using older types in the modulator and the power amplifier.

For tube service in a hurry, call your local RCA Tube Distributor

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES HARRISON, N.J.

FOREIGN TV

12.5 Million Now View

TELEVISION program service on a more or less regular basis is being offered in 17 foreign countries with an aggregate regular audience of some 12.5 million viewers, according to a report prepared by Richard W. Hubbell, chief of the television unit of the International Broadcasting Division of the State Dept.

Report was released Wednesday at a session on "Mass Media and Community Education" of the Third National Conference of the U. S. National Commission for UNESCO —United Nations Educational, Scientific and Cultural Organization— held Sunday through Thursday at Hunter College, New York.

See DuMont Feature

Major feature of this session was a 45-minute telecast, *Television: a Passport to Peace*, prepared and broadcast by the DuMont TV Network primarily for the several hundred representatives of educational and religious institutions and social and civic organizations who watched the program on six DuMont receivers in the college auditorium. Tracing the progress of communications from the days of jungle drums and town criers to the present, the program incorporated addresses by Allen B. DuMont, president, Allen B. Dumont Labs, and Thomas T. Goldsmith Jr., research director.

Following the telecast, Lyman Bryson, professor of education at Columbia U.'s Teachers College and a veteran of public service broadcasting, moderated a panel on the use of mass media. Panel participants were Dorothy Lewis, coordinator of U. S. station relations for United Nations Radio; Davidson Taylor, NBC general production director for TV; Sevellon Brown, editor and publisher, *The Providence Journal*; Arch Crawford, president, National Assn. of Magazine Publishers; Spyros Skouras, president, Twentieth Century-Fox Film Corp.

Questions from the floor were largely critical of newspaper for "slanting" news stories in accordance with their publishers' views instead of straight reporting and of motion pictures for presenting a false picture of American life abroad as well as at home. The complete absence of any criticism of radio and television from a group of a type that in former years was avidly critical of broadcast program content led Mrs. Lewis to comment that "for a representative of radio and television, today the millenium has arrived."

In a meeting with the overall theme, "The Citizen and the United Nations," and the purpose of considering "Ways to Improve our Understanding of and Participation in World Affairs," broadcast media naturally were discussed or at least mentioned at many of the conference sessions.

At the Monday afternoon meeting on "Communications in the World Community," for example, Robert C. Angell, professor of sociology, U. of Michigan, in discussing "development in international communications," reported "If all those concerned were motivated by a desire to bring about closer cooperation among the peoples of the world, there is no doubt that radio would be an instrument of great value." Prof. Angell cited radio's informational value as well as potential contributions to culture.

Caroll Binder, editorial editor, *Minneapolis Tribune*, at the same session noted that "Restrictive minded governments would close larger areas of information to American newsgatherers and censor outgoing dispatches more severely if they obtain UN sanction for such practices. That is why it is imperative that the United States participate in every UN activity in the field of freedom of information. . . . It must try to prevent the incorporation of restrictive principles in draft conventions and codes. . . ."

Douglas H. Schneider, director of UNESCO's department of mass communications, reported that during 1951 some 600 radio stations in 74 countries used UNESCO recorded programs in 24 languages, while scripts were sent to stations in 58 countries, including 233 U.S. stations — mostly educational — which use these scripts each week.

Arno Huth, authority on international communications, speaking from the floor, urged the creation under UNESCO auspices of an international radio and television (and perhaps films as well) organization to parallel for these media the operation of the International Press Institute, which he stated neither includes nor intends to include them.

SAG CONTRACTS

Twelve More Firms Sign

TWELVE more television film production companies signed Screen Actors Guild union shop contracts within the past few weeks, according to John Dales Jr., executive secretary. They are Allegro Pictures, Jimmie Allen Enterprises, Commodore Productions & Artists Inc., Donlevy Development Co., Fantasy Films, Sam Lerner Productions, Krasne-Gross-DeWitt, Landmark Productions, Mark VIII Productions, Scripture Films, Visual Drama (all Hollywood), Times Square Productions (New York).

Other new independent film companies signing with SAG include Encore Films, Samuel Fuller Productions, G. H. Productions, Paul F. Heard Inc., Walter Lantz Productions, Mutual Pictures of California, Joseph Kaufman (all Hollywood); Centaur Productions, Palisades Productions, and Ted Baldwin (all New York).

AFM FILM PACT

Negotiated by Petrillo

MUSICIANS reserved rights to reuse film sound tracks for subsequent television sale and distribution when a two-year contract was signed Jan. 19 in Miami Beach, Fla., between American Federation of Musicians (AFL) and negotiators for eight major motion picture producers.

Television rights were not a subject of the negotiation, which resulted in a 15% wage increase for some 600-800 studio staff musicians and for many other parttime employes. Effective Jan. 15, expiration date of the previous agreement, contract sets maximum increase at $18.50 per week, with all raises subject to federal wage board approval. Recording sessions of more than six continuous hours will require an extra hour's pay, with all work after midnight drawing time and a half.

Two Night Sessions

Contract was negotiated in two consecutive night meetings by James C. Petrillo, AFM president, and officers and members of the union's international executive board, convening for its annual mid-winter meeting. Amicable discussions, Mr. Petrillo was quoted as saying, were conducted "with an eye on the position in which these movie men find themselves—business isn't too hot. We want to keep the business going."

Pact was described by Nicholas M. Schenk, Metro-Goldwyn-Mayer president, as "a very equitable deal."

Baptist Telecast

FIRST network telecast produced by the Southern Baptist Radio Commission was slated to be carried over 28 NBC-TV stations yesterday (Sunday) and to be kinescoped over 20 different NBC-TV stations next Sunday. The program, *Frontiers of Faith*, a half-hour presentation, is a regular weekly feature of the network. Dr. S. F. Lowe, commission director, hoped this telecast will mark the beginning of active participation in TV by Southern Baptist.

GARRICK OPENS

New Chicago TV Center

ADVERTISERS and agency personnel inspected the new Garrick Television Center in Chicago Monday and Tuesday evenings as the Balaban & Katz theatre chain conducted open house. The company which owns WBKB (TV), uses the audience studio for its own originations and also plans to lease the theatre to other stations and networks for a rental fee of approximately $400 for half an hour air time, plus one hour for rehearsal.

The theatre, converted at a cost of about $250,000 from a movie house owned by B & K, seats 600 persons, is air-conditioned and offers complete video facilities. These include a 92-by-49-ft. stage, three ramps for cameras, three cameras, orchestra pit, individual dressing rooms, stage switchboard and direct-view control room from center of the theatre.

CBS, if and when it acquires WBKB under terms of the proposed merger of ABC and United Paramount Theatres, plans network originations at the theatre. The network is understood to be considering use of the Garrick for one-shot shows when its stars are in the city.

Immediate Delivery
IN STOCK AT ALLIED!
AUTHORIZED RCA DISTRIBUTOR
RCA-5820 IMAGE ORTHICON
We have the RCA-5820 in stock for immediate shipment. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.
RCA-5820, $1200
Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.
ALLIED RADIO
Broadcast Division
833 West Jackson Blvd., Chicago 7
Call: HAymarket 1-7019

SOONER or LATER some aggrieved listener accuses you of

LIBEL OR SLANDER

and THEN you'll need our UNIQUE INSURANCE covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE. In use Nation-wide. GET IT IN TIME!

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange — Kansas City, Mo.

MR. SPONSOR:

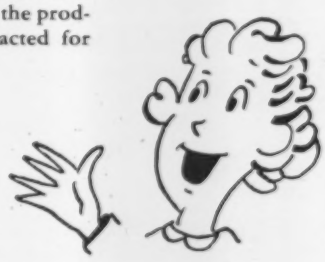
Detroit Women Love "Ladies Day" and SALES Prove it!

WJBK-TV, Detroit's best television buy, has scored again. Their brilliant show, "Ladies Day", is capturing the hearts of women in the nation's fourth market. The ladies go for this mid-afternoon TV participation program, and more than that, they go for "Ladies Day" advertised products. Response and sales are terrific! Just look at these results:

30-piece sets of stainless steel cutlery, retailing for $6.95 apiece, sold 41 sets from the first commercial, 45 from the second. Results were so tremendous the first week that the store ran out of stock. We had to stop the commercials until their supply could be replenished. Net result: three-spot-a-week contract for a year.

Six spot announcements for a rug cleaner resulted in reorders by *every* department and chain store in Detroit which stocked the product. The Sponsor contracted for a full year.

Detroit's leading department store received more than 1000 phone orders from only two hair curler commercials—sold $2,400 of 25c cards of curlers in one week. After just two weeks on "Ladies' Day," with three spots a week, every Detroit branch of the country's two biggest "five-and-ten" stores reordered from three to five times.



Results like these can be yours, if you take advantage of the alert programming and steady progressive leadership that has made WJBK-TV tops in audience-response and sales results in the wealthy Detroit market. WJBK-TV consistently leads in giving the audience the finest in entertainment and the advertiser the best television buy in town. Check your local KATZ man for all information. You'll find that WJBK-TV really delivers the goods—your goods.

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "everybody" is a vast 600,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

NBC • CBS • ABC • DTN

and bless our faithful...

TOLEDO TV TUNERS

. . . but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

Just say the word . . .

5,000 watts — NBC

WSPD

TOLEDO, OHIO

A FORT INDUSTRY STATION

Rep. by The Katz Agency, Inc.

WSPD-TV

CHANNEL - 13

Nat. Sales Hq. 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

Tele Pulse Analyzes Program Types in Use

(Report 201)

DAYTIME VARIETIES, utilizing 99 quarter hours, was the most frequently-used type of program, according to Multi-market TelePulse ratings as released by Pulse Inc., New York, for week of Dec. 1-7. Insofar as ratings were concerned, boxing (23.6), football (21.5) and comedy variety (21.2) proved to be the most popular viewing fare:

	No. of Quarter Hrs.	Avg. Rtg.
Daytime Varieties	99	5.6
Drama & Mysteries	94	16.6
Comedy Variety	65	21.2
Quiz-Audience Participation	55	10.8
Kid Shows	54	10.7
Interviews	37	6.5
Musical Variety	37	12.6
Serial Stories	30	5.0
Football	25	21.5
Comedy Situation	22	13.1
Forums, discussions	21	7.3
Talent	20	15.2
Homemaking-Service	19	3.5
Religion	12	2.8
Wrestling	12	9.0
News	10	11.8
Boxing	8	23.6
Westerns	8	16.7
Educational	7	2.9
Feature Films	6	10.0
United Nations	4	3.4
Film Shorts	1	2.5
Miscellaneous	4	6.3
Total	650	

* * *

Two-Hour Palsy Telethon Draws 39.2 Hooperating

FIFTEEN-hour telethon on behalf of United Cerebral Palsy carried on WJZ-TV New York starting at 9 p.m. Dec. 8, was reported last week as having one of highest ratings ever given two-hour program segment when TV Home Hooperatings for the month listed it at 39.2. From 9-11 p.m., program got 51.7 share of audience, with three of every four sets in use tuned to WJZ-TV. Percentage of sets in use was listed at 75.8.

* * *

KHJ-TV Issues Rate Card No. 2

KHJ-TV Hollywood has issued rate card No. 2, effective March 1. Under new rate schedule, an hour of Class A time (7-10:30 p.m., nightly) is $1,000; Class B time (5:30-7 p.m., Mon. through Fri.; 12 noon-7 p.m., Sat. and Sun.; 10:30 p.m.-12 midnight, nightly) $750; Class C time (1:30-5:30 p.m., Mon. through Fri.; 10:15-12 noon, Sun.) $500. One-minute spot announcements for Class A time is $180; Class B, $135; C, $90.

* * *

L. A. Rate Finder Issued by The Mayers Co.

PROBLEM of quickly locating and comparing rates on each of the seven Los Angeles TV stations has been simplified for timebuyers in a bulletin titled "What Does TV Advertising Cost?" worked out and distributed by The Mayers Co., local advertising agency.

On an 11 by 17 inch center spread, all stations' rates from 60 minutes to 10 seconds, during all periods of the day, are set forth. Chart also lists all participating programs on each station, with day of telecast, time class and cost.

In addition, bulletin contains brief factual data on costs of TV programs, commercials, merchandising and promotion, tie-ins and agency services.

Promotion piece also lists 63 products that have been promoted via TV by The Mayers Co. clients, approximately one-half of which are filmed commercials produced by the agency.

* * *

Weed & Co. Map Gives Connection Data

TELEVISION map showing present and planned television network connecting lines of AT&T's Long Lines Div. has been released by Weed & Co., radio and TV station representative.

The map, prepared by Weed & Co.'s TV research department, contains all network connections, including AT&T relay and cable links and individual station relays. Plans for 1952 show connections for all cities where TV outlets are operating, with the exception of Seattle, Phoenix and Albuquerque. AT&T added about 6,500 miles of channel last year to bring the total to 24,000 miles, exclusive of private station relays.

Weekly Television Summary—February 4, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	13,000
Ames	WOI-TV	80,607
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR	358,052
Binghamton	WNBF-TV	50,150
Birmingham	WAFM-TV, WBRC-TV	81,100
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	847,725
Buffalo	WBEN-TV	247,503
Charlotte	WBTV	122,970
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,077,817
Cincinnati	WCPO-TV, WKRC-TV, WLWT	325,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	200,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	148,892
Davenport	WOC-TV	85,134
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	148,892
Grand Rapids	WOOD-TV	135,000
Greensboro	WFMY-TV	97,605
Houston	KPRC-TV	116,000
Huntington-Charleston	WSAZ-TV	72,649
Indianapolis	WFBM-TV	212,350
Jacksonville	WMBR-TV	52,000
Johnstown	WJAC-TV	132,732
Kalamazoo	WKZO-TV	170,560
Kansas City	WDAF-TV	180,755
Lancaster	WGAL-TV	130,804
Lansing	WJIM-TV	80,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,161,036
Louisville	WAVE-TV, WHAS-TV	130,076
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	115,083
Miami	WTVJ	102,600
Milwaukee	WTMJ-TV	305,537
Minn.-St. Paul	KSTP-TV, WTCN-TV	301,500
Nashville	WSM-TV	54,784
New Haven	WNHC-TV	224,000
New Orleans	WDSU-TV	78,377
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	
Norfolk	WTAR-TV	97,606
Oklahoma City	WKY-TV	113,224
Omaha	KMTV, WOW-TV	115,664
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,000
Phoenix	KDHO-TV	55,108
Pittsburgh	WDTV	342,300
Providence	WJAR-TV	191,000
Richmond	WTVR	105,258
Rochester	WHAM-TV	109,000
Rock Island	WHBF-TV	85,134
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	70,200
San Antonio	KEYL, WOAI-TV	65,793
San Diego	KFMB-TV	124,000
San Francisco	KGO-TV, KPIX, KRON-TV	315,000
Schenectady-Albany-Troy	WRGB	193,700
Seattle	KING-TV	124,500
St. Louis	KSD-TV	363,000
Syracuse	WHEN, WSYR-TV	160,226
Toledo	WSPD-TV	150,000
Tulsa	KOTV	98,375
Utica-Rome	WKTV	64,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	324,375
Wilmington	WDEL-TV	89,982

Total Markets on Air 64* Total Stations on Air 109* Estimated Sets in use 15,652,000

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

from 200 to 124,000 in 29 months

On November 9, 1951, Mrs. C. C. Brown of Chester, South Carolina, bought the 100,000th television receiver in the WBTV area. A music teacher and community leader, Mrs. Brown symbolizes 124,000 (February, 1952) select Carolina families—your elite prospects—whose sole source of television is WBTV.

WBTV SERVING THE CAROLINAS' LARGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

film report

TELEVISION Dept. of **Association Films Inc.**, New York, announces the availability of documentary film about blind children, *I See the Wind*, free except for transportation charges. It was filmed at Lighthouse Nursery School in New York by **Victor Solow**. The two-reel, 18-minute film, originally for Army overseas reorientation, is being distributed domestically due to its effective depiction of the blind.

* * *

Personal bedside visits to GIs wounded in Korea are being filmed in hospitals abroad for daytime *Kate Smith Hour* on NBC-TV. Purpose of presentations is to give American families intimate knowledge of condition and treatment of injured relatives.

Sales . . .

Two one-hour Biblical television films *"That I May See"* and *"Hill Number One,"* produced by **Jerry Fairbanks Productions**, Hollywood, for *Family Theatre*, will be released for Easter. Both films are offered to stations for local sponsorship, provided the product to be advertised meets approval of the *Family Theatre* group. Rates, percentage of program time segment, to aid fund for financing future presentations by religious group.

* * *

Seidlitz Paint and Varnish Co., Kansas City, Mo., preparing to use TV for first time, is producing a series of 60- and 20-second spots with **Sarra Inc.**, Chicago. **Carter Adv.**, same city, is the agency.

* * *

Sarra Inc., New York, has completed a series of films for the **Hudson Motor Car Co.**, Detroit, through **Brooks, Smith, French & Dorrance**, same city. Open-end commercials will be used by local dealers.

* * *

Kling Studios, Chicago, lists following among its current clients for TV commercials: **Wilson & Co., Mitchell Mfg. Co., Hollingshead Corp., Milnot, Peter Pan Peanut Butter, Glidden Co.** and **Admiral Corp.**

* * *

Peerless Television Productions Inc., New York, TV film distributor, has acquired rights from **Joseph Auerbach** to feature film, *Parade of the Wooden Soldiers*, starring **Laurel & Hardy**. The film—released by MGM in 1934—formerly was called *Babes in Toyland*.

* * *

Five Star Productions, Hollywood, to produce two TV cartoon commercial film spots for **S.O.S. Co.**, Chicago (Scouring Pads). Agency: **McCann-Erickson, S. F.** Five Star also will produce new series of TV commercial film spots for **Swift & Co.**, Chicago (Swift's Brookfield Butter, Eggs & Cheese). Agency: **McCann-Erickson Inc.**, Chicago. In production is commercial film spot for **Kellogg Co.**, Battle Creek (Corn Flakes). Agency: **Leo Burnett Inc.**, Chicago.

Production . . .

Frank Wisbar Productions, Hollywood, shooting 10 half-hour television films for *Fireside Theatre* at Eagle-Lion Studios, Hollywood. **Frank Wisbar** is producer-director. First two films are *Acquittal*, featuring **John Hoyt** and **Marguerite Churchill**, and *No Alibi*, featuring **Lisa Farraday** and **Craig Stevens**.

* * *

William F. Broidy Productions, Hollywood, adds 26 half-hour film series, *Case History*, to 1952 television film schedule. Series, based on case histories of doctors practicing in different fields of medicine, replaces previously announced *Consultation Room* programs. In addition to *Wild Bill Hickok*, *Trail Blazers* and *Phantom Pirate* TV film series, two more 26 half-hour features are planned. These are *Hawaiian Paradise*, musicals based on folk lore and history of the Islands, and *Starr Dust*, built around Hollywood columnist **Jimmy Starr**.

* * *

Sphere Productions, Culver City, Calif., starts 26 half-hour television films, titled *Top Secret*, at **Hal Roach Studios**. **Roy Maypole**, writer-producer-m.c., KTTV (TV) Hollywood, assigned star role of foreign correspondent. **Gayle Gitterman** is producer-director.

* * *

Rosamond Productions, Hollywood, recently organized by **David Chudnow**, who is president and executive producer, will make 26 half-hour TV films (as yet untitled) based on case histories from the files of French Surete, crime detection agency. The first film will be made in Hollywood this month. Remaining 25 programs are scheduled for filming in Paris. **Akim Tamiroff**, stage and film actor, signed to star in the series. **Robert Florey** will direct.

* * *

Lindsley Parsons Productions, Hollywood, starting 13 half-hour TV films, *Jeffrey Jones*, to be distributed through **CBS-TV Sales**. The series deals with cases from files of detectives, portrayed by **Don Haggerty**. **George Blair** and **Lew Landers** alternate as directors, **George Bricker, Bill** and **Bob Raynor** and **Warren Douglas** have been signed as writers.

* * *

Phildan TV Productions, Hollywood, organized by **Michael Phillips**, president of **Demyrtha Productions** (feature films), plans April production of three TV film series of 39 half-hour films each. **Dan Hadzick** is associate producer. **William Hadzick** is executive assistant to Mr. Phillips.

* * *

Dudley Pictures Corp., Beverly Hills, starting three industrial pictures in cooperation with the Philippine Air Lines and Philippine Development Commission, Manila. Films, planned for U. S. television distribution, are aimed at creating broader understanding of Philippine industries. Leaving this week for Manila are **Arthur Pierson**, director, and **Herbert Greene**, production manager.

* * *

Ted Baldwin Inc., New York, announced last week that production is in progress for *10 Copies, Please*, first of *Spotlight, U.S.A.* films for video. **James Gravell** directs.

* * *

Telemount Pictures, Los Angeles, starts 26 half-hour TV film series, *Safecrackers*, Feb. 15. Written by **Henry Donovan**, Telemount president, series deals with business investigator who tracks down safecrackers. Planned for local and regional sponsorship.

* * *

Voglin Corp., Hollywood, newly formed by **Jack Voglin**, president, **J. Ross Clark II**, vice-president, **Herbert G. Luft**, secretary, plans 26 half-hour TV film series, *Railroad Detective*. Series, written by **Robert Joseph**, based on accounts from railroad files in cooperation with railroads. **Irving Pichel** directs. Shooting starts this month at Goldwyn Studios, Hollywood.

* * *

Krasne, Gross & Dewitt, Hollywood, to produce TV version *Big Town* series of 26 half-hour films at General Service Studios, Hollywood. **Patrick McVey** plays Steve Wilson with **Jane Nigh** as Lorelei. Filmed series April 1 replaces live version on CBS-TV N. Y., sponsored by Lever Bros. Co., through Ruthrauff & Ryan, both New York.

* * *

Consolidated Television Sales, division of **Consolidated Television Productions**, relocates at 25 Vanderbilt Ave., N. Y. **Halsey V. Barrett** continues as eastern sales manager.

Film People . . .

Bob Stack signed by **William F. Broidy Productions**, Hollywood, to star in new TV film series, *Phantom Pirate*. **Hugh King** and **Bob Bailey** to write scripts.

* * *

Duke Goldstone completing directorial assignment on last six of 26 *Dick Tracy*, half-hour TV film series to be released by **Snader Telescriptions Sales**, Beverly Hills.

* * *

Sammy White to produce and star in 38 half-hour TV film series, *Toots and Chick*, for Pacific Can Co., San Francisco. Series concerns song and dance man and will be filmed at **Hal Roach Studios**, Culver City. **Raymond Gayle** assigned to write series.

* * *

Knox Manning and **Kurt Martell** signed by **Jerry Fairbanks Productions**, Hollywood, to narrate TV film commercials for **Oldsmobile** (General Motors Corp.).

* * *

James C. McCormick, sales representative, **Frederic W. Ziv** in So. California area, to **Jack Douglas TV Productions**, Hollywood, as sales manager.

* * *

Tom Armistead, staff director, KTTV (TV) Hollywood, to **Bing Crosby Enterprises**, Culver City, as assistant to producer **Bernard Girard** on *Coronet Theatre*, TV film series.

* * *

Manny Wolfe, story editor, **Revue Productions**, Hollywood, to **Krasne, Gross & DeWitt**, Hollywood, in similar capacity.

* * *

Winifred Shank, casting director, **Sol M. Wurtzel Productions**, Hollywood, to **Roland Reed Productions**, Beverly Hills, in similar capacity.

* * *

Irene Dunne, film star, at overall salary of $84,500, signed to introduce and emcee 26 half-hour as yet untitled TV film series to be made by **Edward Lewis Productions**, Hollywood.

* * *

Additions to the creative and production staff at KLING STUDIOS, Chicago, include **Bob Longini, Jack Fenimore, Norman Tolson, John Collura** and **Mark Gelder**.

* * *

William J. Lyons, radio and transcription producer, BBDO, N. Y., to **G-L Enterprises**, N. Y., TV film producer and distributor, as director of sales.

No Relation

DOREMUS & Co., agency for the Union Trust Co., Washington, hurriedly telegraphed WTOP-TV in that city to shift the time of the Union Trust spot scheduled for 10 p.m. Sunday. The trust company did not want its announcement to follow the CBS-TV program, *Break the Bank*.

TOP QUALITY MOTION PICTURES
Since 1932

Up-to-date completely equipped New York studios of

VIDEO VARIETIES CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

air-casters

BOYD LAWLOR, sales manager, WWCA Gary, Ind., to WLOL Minneapolis as program director and director of sales promotion.

ROBERT E. PARKER, news editor, WSIB Creston, Iowa, joins staff of South Dakota State College, Brookings, S. D., to direct building of a radio department. Mr. Parker entered radio as winner of WMT Cedar Rapids, Iowa, Farm Radio Scholorship in 1948.

Mr. Parker

DAVE ALLEN joins announcing staff of KWK St. Louis.

MYRON GOLDEN resigns from radio production staff at Grant Adv., Chicago, to join NBC's *Welcome Travelers* staff as executive producer.

GRANT VAN PATTEN, audio engineer, WHEN (TV) Syracuse, to WRGB (TV) Schenectady as television director.

PAUL DIXON, disc jockey at WCPO Cincinnati, to succeed **DENNIS JAMES** for 11:30 a.m. to noon program on ABC-TV, Monday through Friday, starting Feb. 18.

RUSS TROST, freelance, to CBS-TV Hollywood as casting director.

ALICE PENTLARGE, production assistant for DuMont Network's *Court of Current Issues*, named to assist program director **BETTY COLCLOUGH** on *America's Town Meeting* on ABC radio-TV.

JOHN FRANKENFIELD, WBAL-TV Baltimore directing staff, father of boy, John, Jan. 22.

OTT ROUSH, production manager at WMC and WMCF (FM) Memphis, promoted to program director.

NELSON CASE, host of CBS-TV *Ken Murray Show* and announcer for **LOWELL THOMAS**, has been signed to serve as host of *Pulitzer Playhouse* on WJZ-TV New York.

BERT SHIMP, WSAZ Huntington, W. Va., production director, appointed program director replacing **TED EILAND** who moves to WSAZ-TV in same capacity. **TOM BORDENKIRCHER** named TV production manager assisted by **HANK STOHL**. **EILEEN BOECHER** appointed TV traffic director replacing **ELIZABETH CONATY**, now supervisor of national sales and secretary to the general manager.

BOB BENNETT to KTTV (TV) Hollywood as assistant sales service manager.

RHONA CONNERY, special events editor of Radio Malaya, touring U. S. under the auspices of Natural Rubber Bureau, Washington, to study radio and TV facilities in 25 cities.

Miss Connery

GEORGE PHILLIPS, music director, librarian and staff announcer, WSVS Crewe, Va., promoted to program director.

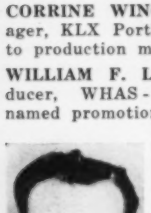
HANK WEAVER, news and sportscaster, ABC radio-TV, Hollywood, assigned role in MGM film, "Pat and Mike."

FRANK TARLOFF, Hollywood radio writer, to CBS-TV Hollywood *Meet Corliss Archer* as producer and CBS Radio version as director.

DAVE WIKEN, WISN Milwaukee staff announcer, to WKNA Charleston, W. Va., in same capacity.

CORRINE WINQUIST, traffic manager, KLX Portland, Ore., promoted to production manager.

WILLIAM F. LOADER, radio producer, WHAS-AM-TV Louisville, named promotion manager. He will be assisted by **ROBERT W. THOMPSON** who joins stations from R. C. Riebel Adv., same city.



Mr. Thompson

Mr. Loader

BRUCE GRANT, chief announcer, WJEF Grand Rapids, Mich., named production supervisor. **JANE ANNE WYKOFF**, KCIL Houma, La., to WJEF as women's editor.

ARMAND LA POINTE, Hollywood radio announcer, to KLAC-TV Hollywood as staff announcer.

CECIL W. SANDERS, production staff, WHAS Louisville, moves to WHAS-TV.

Mr. Sanders

JOE O'NEILL, music director, KVOO Tulsa, appointed assistant program director in addition to his other duties. **LOUISE MARTIN** joins staff as traffic manager. **CHARLES CONNER** replaces **MARGARET YOUNKIN** in continuity department. **BOB GEISS** joins KVOO as assistant to **SAM SCHNEIDER**, farm director.

BOB SMITH, former sports director at WCOL Columbus, Ohio, and WIMB Jackson, Mich., assumes similar duties at WKGN Knoxville, Tenn.

BOB CRAGER, program director, WWCO Waterbury, Conn., father of second girl, Jeri Lynn, Jan. 7.

LARRY KEATING, announcer, NBC radio, Hollywood, assigned role in MGM film, "Eagle on His Cap."

HELEN SIOUSSAT, director of talks for CBS Radio, scheduled as guest speaker at annual banquet of the American Assn. of University Women, Blair County Chapter, Altoona, Pa., Feb. 12.

HOWARD DEMERE, announcer, KSD and KSD-TV St. Louis, returns to station after year's military leave.

NORM GERMANI, announcer, KXO El Centro, Calif., promoted to chief announcer.

MARTY ROBERTS, farm director and hillbilly disc jockey, WDZ Decatur, Ill., to WCKY Cincinnati to co-star on *Jamboree* with **NELSON KING**, three time winner of top hillbilly disc jockey title in the U. S.

Mr. Roberts

FREEMAN LUSK, U. S. Navy commander and moderator of KLAC-TV Hollywood's *Freedom Forum*, assigned role of Army general in Paramount film, "Military Policemen."

WALTER GRAUMAN, floor manager KNBH (TV) Hollywood, elevated to director.

VINCE HOSTETLER, production staff WBAP-TV Fort Worth, father of a boy, David Vincent, Jan. 18.

MARVIN MILLER, announcer-actor NBC radio, Hollywood, father of a girl, Millissa, Jan. 23.

News . . .

MORT L. LINDER, news director WSBT South Bend, Ind., and director of National Assn. of Radio News Directors, selected "outstanding young man of 1951" by South Bend Junior Assn. of Commerce.

RANDY GOVER, news staff, KTTS Springfield, Mo., to KLRA Little Rock, Ark., in same capacity. He replaces **JERRY REUTER**, resigned.

Mr. Gover

PHILIP N. JOHNSON, special features director, WCHS Portland, Me., named news editor. **CHARLES T. WADE**, former news editor, will remain to handle special newscasts daily.

IRE Houston Meeting

FOURTH Southwestern Institute of Radio Engineers conference and radio engineering show will be held in Houston, May 16-17, at the Rice Hotel, it was announced last week. Keynote address will be delivered by Donald B. Sinclair, president of General Radio Co. and IRE president-elect.

File Record Suit

COLUMBIA RECORDS Inc. and musician Louis Armstrong instituted court action Tuesday in New York Supreme Court to stop unauthorized use of records they produced between 1925 and 1932. Suits were filed against Paradox Industries Inc. and its president, Dante Bolletino who, the complaint charges, produced "pirated" records under label called "Jolly Roger."

HOLLYWOOD BB RIGHTS

KFWB Gets AM; TV Pends

KFWB Hollywood, for undisclosed sum, last week acquired exclusive radio rights to all Hollywood Stars baseball games this year. KFWB will carry home games live and recreate all out-of-town contests.

Although negotiations are under way, no deal has been consummated for TV rights to the games, it was said. Friendly suit instituted by the baseball club against Earl Gilmore, ball park owner, is said to be holding up contract signing. Mr. Gilmore is asking 75% of monies received from TV as against 33⅓% last year.

There's More SELL on . . .

WRNL

RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

Open Mike

(Continued from page 20)

and, for the sake of argument only, assuming that all of the polls on the issue of subscription television have been scientifically and impartially conducted, there still remains the fact that the polls hitherto conducted are not and cannot be indicative of the public's real attitude to subscription television because the public has not yet been apprised of the true nature and overall effect of subscription television. . . . The public has not yet been educated to what is really at stake.

Mr. Leitzell claims that among subscription TV advocates are "Religious, civic and educational leaders who see Phonevision as the one method of getting minority appeal programs on TV. . . ."

Admitting, only for the sake of argument, that there are leaders who hold such opinion, it must readily be seen that they are indulging in idealistic fantasy. Is it reasonable to expect that subscription TV will be conducted without a view to profit? If profit will be the moving motive, is it reasonable to believe that subscription TV will encourage minority appeal programs rather than mass appeal programs? And who is to blame the subscription people when they gravitate to mass appeal programs at the expense of minority appeal programs if greater profits are to result from such a move?

True our country needs more minority appeal programs, but subscription TV is not the way to get them. Subscription TV will not give us more educational, religious and civic programs. On the contrary, it will result in depriving the public of what it already has. . . .

Jerome W. Marks
Chairman
Fair Television
Practices Committee
New York

ROBERT RUSSELL BENNETT, who has orchestrated "Oklahoma," "South Pacific" and "The King and I," has been signed to arrange Richard Rodgers' symphonic score for *Victory at Sea*, NBC-TV's history of the Navy projected for next fall.

WFAK FORMAT

Stresses 'Good Music'

WFAK Memphis, Tenn., has gone all out on programming devoted to classical and semi-classical music and is cooperating with private and public schools in presenting outstanding student musicians.

The station has been operating with the slogan, "The Good Music Station," since it first went on the air last Dec. 1. WFAK operates with 1 kw day on 1480 kc, with Frank J. Keegan as owner-licensee.

A program of music appreciation also is under study, with stress on education of children in fundamentals of serious music. Station also emphasizes news and forum programs. Overall programming is geared to lure those listeners who keep their sets off much of the time, station reports.

Mr. Keegan has been active in radio management and engineering for almost 20 years and currently operates Keegan's School of Radio and Television in Memphis. Other officers include Thomas W. Vinton, former banking official, who is general manager, and Ben Enochs, chief engineer.

MINUTE MAID DRIVE

Expands Spot Schedule

MINUTE MAID Corp., New York, has started an "ask your doctor" campaign using its two network shows and one local TV program, as well as adding approximately a dozen radio markets to its present spot schedule.

The copy asserts that the company's fresh frozen orange juice is better for health than homesqueezed juice.

The campaign is set for a one-year period at least and will be backed by an increased advertising budget, according to James Rayen, advertising manager of Minute Maid.

Minute Maid, through Ted Bates Inc., New York, currently sponsors on a participation basis the *Kate Smith Show* on NBC-TV and *Spade Coolie* on KTLA (TV) Los Angeles, plus its own fully sponsored Gaylord Hauser twice a week on ABC-TV.

Conferring on WFAK policy for 'good music' programming are Messrs. Enochs, Vinton and Keegan.

EAST COAST VOICE

Picks New Site in N. C.

SECOND OF TWO projects designed to project the Voice of America into vital areas was announced by the Dept. of State last Monday. Site for a powerful new transmitter to transmit programs to Europe and Latin America has been selected in East Arcadia, N. C.

The new station will supplement a proposed $7 million site in the Port Angeles area of Washington, where facilities will be erected to beam programs to the Far East and across the Pacific [B•T, Jan. 28].

Contracts for the East Coast outlet have been awarded and construction will begin immediately, with completion expected by mid-1953. This also is the target date for the Port Angeles transmitter in Dungeness, Wash.

Radar-Radio Posts

LESLIE F. MUTER, president of Muter Co., has been re-elected president of the Radar-Radio Industries of Chicago at the organization's annual meeting. Paul V. Galvin, Motorola Inc., and Raymond F. Durst, Hallicrafters, were re-elected vice presidents. Richard Graver, Admiral Corp., was named to succeed Richard F. Dooley, also of Admiral, as vice president. Re-elected directors were James P. Wray, Croname Inc., and Charles Hofman, Belmont Radio Corp. Robert S. Alexander was re-elected treasurer and director; S. I. Neiman of Public Relations Affiliates was named executive secretary and Kenneth C. Prince, Prince & Schoenberg, was named general counsel.

RCA Scholarships

RCA scholarships for current academic year have been awarded to 11 university students from eight states, Dr. C. B. Jolliffe, RCA vice president and technical director, announced last week. Undergraduate students majoring in "various fields of pure science or in branches of engineering" are eligible to receive grants. Students are granted scholarships of $600 each which continue until graduation.

EXEMPTION FEE

Texas Stations Not Liable

RADIO stations have been held not liable to pay a fee to be exempted from the Texas chain store tax law. The ruling was handed down by State Attorney General Price Daniel after the Texas Assn. of Broadcasters and individual station owners had protested payment of the fee.

The chain store tax law carries a provision specifically exempting radio stations from the tax. However, it required some exempt operations to pay a $5 fee to obtain an exemption certificate.

Attorney General Daniel ruled that the phrase "goods, wares and merchandise" does not embrace advertising over a radio station unless the station actually sells goods at either wholesale or retail prices.

The decision said that to require radio stations at which no goods are sold to pay an occupation tax "for the privilege of not operating a store or stores, while exempting all other classes of business from paying an occupation tax for the privilege of not operating a store, would be an arbitrary discrimination."

The radio exemption is provided in a tax law passed last year (H285, 52d Legislature). Willard Deason, secretary-treasurer of the Texas association, sent copies of the decision to all of the member stations.

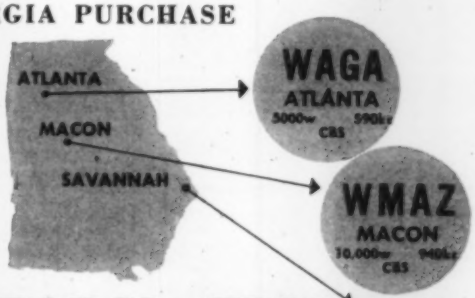
Bon Voyage!

. . . little Bismarck doesn't realize that candy and flowers often lead to engagements and showers. It's a clear case of increased sales in a bright new market when you make a date with KFYR. Any John Blair man will tell you why.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



WAGA ATLANTA 5000w CBS 590kc
WMAZ MACON 10,000w CBS 940kc
WTOC SAVANNAH 5000w CBS 1290kc

THE GEORGIA TRIO

represented individually and as a group by THE KATZ AGENCY, INC.

ANTELL, NHA

To Up Budgets Five Times

CHARLES ANTELL Inc. and National Health Aids, New York and Baltimore, plan to multiply their advertising five times in markets where regular distribution is becoming effective, Michael Davidson, newly-appointed advertising manager of the companies, told BROADCASTING • TELECASTING last week.

In New York, the firms have increased the budget for radio time in the next 12 months on WMGM to the record sum of $200,000 for sponsorship of college, pro basketball and hockey games.

The WMGM schedule will include the New York Knickerbockers' professional basketball games and the New York Rangers' hockey games, both home and away. In addition the advertisers will underwrite 24 other programs a week, composed of their own 15- and 30-minute shows, plus one-minute announcements preceding all the Brooklyn Dodgers' home and away games for the 1952 baseball season.

The two advertisers began on WMGM with three 15-minute shows a week using their own transcribed programs. Booming sales prompted the advertising agency, Television Advertising Associates, New York, to increase the schedule to 12 quarter-hour periods, effective Jan. 1. Recently, the decision was made to increase the schedule to the sum of $200,000 for the spectacular array of sports programs.

"We have made several purchases of sports time out of town, but this venture marks our first major step in the metropolitan area into the more standard type of radio programming," Charles Kasher, president of Charles Antell Inc., said. "We have no intention, however, of completely abandoning our original advertising format, which has been responsible for our success. Our intention is to continue to supplement our regular programming with sports events, major network shows, spot campaigns, both on radio and TV."

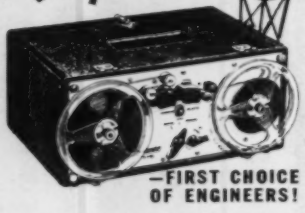
Mr. Davidson pointed out that this large purchase of sports programming is prompted by the phenomenal mail order business and dealers' sales achieved over WMGM since the firms first started using the station last fall.

Mr. Davidson also explained that Boston is the next market in which regular distribution of the products is being started and the advertising subsequently will be increased five-fold.

FOR FINEST TAPE RECORDING

KVOB
Alexandria, La.

USES
Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

January 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KGMO-FM Cape Girardeau, Mo. — License for CP, as mod., authorizing new FM station.

WLVA-FM Lynchburg, Va.—License for CP, authorizing changes in FM station.

CP for CP

WIPR Santurce, P. R.—CP to replace CP, as mod., authorizing change in trans. location.

Modification of CP

WAWZ Zarephath, N. J.—Mod. CP, as mod., authorizing increase in nighttime power, new DA, change trans. location, etc., for extension of completion date.

WISN-FM Milwaukee—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

Application Returned

WKVM San Juan, P. R.—RETURNED application for special service authorization to operate on 780 kc with 25 kw, fulltime, not to exceed present license period or extension thereof.

January 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWTO Springfield, Mo.—Mod. CP, as mod., authorizing power increase and change in DA-N, for extension of completion date.

KSID Sidney, Neb. — Mod. CP, as mod., authorizing new AM station, to change ant. system, trans., etc.

KCAR Clarksville, Tex. — Mod. CP, authorizing new AM station, for approval of ant., trans. and main studio locations.

KVOZ Laredo, Tex.—Mod. CP, authorizing new AM station, for approval of ant., trans. and main studio locations.

KCBS-FM San Francisco—Mod. CP, as mod., authorizing new FM station for extension of completion date.

CP Amended

WARL Arlington, Va.—CP to change trans. and main studio locations AMENDED to make changes in ant. system to include FM ant.

License Renewal

KGO-TV San Francisco—Renewal of license.

Application Returned

WTAQ La Grange, Ill.—RETURNED application for assignment of license to Russell G. Salter, Charles F. Sebastial and William A. Murphy, d/b as The La Grange Bcstg. Co.

January 28 Decisions . . .

BY THE SECRETARY

Granted License

KWTN Crystal City, Tex.—Granted license new AM station: 1240 kc, 250 w, fulltime.

WCPM Cumberland, Ky. — Granted license new AM station: 1490 kc, 250 w, fulltime.

WSOK Nashville, Tenn.—Granted license new AM station: 1470 kc, 1 kw, daytime.

WJAM Marion, Ala.—Granted license new AM station: 1310 kc, 1 kw, daytime.

KOSY Texarkana, Ark.—Granted license new AM station: 790 kc, 1 kw LS, 500 w DA-N; cond.

KRMD-FM Shreveport, La.—Granted license new FM station: 101.1 mc. (Ch. 263), 11.5 kw, ant. 200 ft.

WFNC-FM Fayetteville, N. C.—Granted license covering changes in FM station: 98.1 mc. (Ch. 251), 14 kw, ant. 290 ft.

WLVA-FM Lynchburg, Va.—Granted license covering changes in FM station: 97.5 mc. (Ch. 248), 3.7 kw, ant. 2,060 ft.

Granted CP

WTVR (TV) Richmond, Va.—Granted CP to change ERP from vis. 12.16 kw, aur. 6.4 kw to vis. 2.3 kw, aur. 1.15 kw; change trans. location and make ant. and other equipment changes (ant. 800 feet).

WMCT (TV) Memphis, Tenn.—Granted CP to make changes in ant. system and change aur. ERP from 7 kw to 6.5 kw.

WMC Memphis, Tenn.—Granted CP to remove FM ant. from top and mount on side of N.W. AM tower; cond.

Extended Completion Date

WISN-FM Milwaukee—Granted mod. CP for extension of completion date to 8-22-52.

KWTO Springfield, Mo. — Granted mod. CP for extension of completion date to 8-20-52; cond.

KWBW-FM Hutchinson, Kan.—Granted mod. CP for extension of completion date to 6-1-52.

WHAT-FM Philadelphia — Granted mod. CP for extension of completion date to 8-10-52.

WCAR-FM Pontiac, Mich.—Granted mod. CP for extension of completion date to 6-1-52.

WAWZ Zarephath, N. J. — Granted mod. CP for extension of completion date to 2-21-52; cond.

ACTIONS ON MOTIONS

By Comr. Paul A. Walker

WAYS Charlotte, N. C.—Dismissed as moot petition to enlarge issues in proceeding re application of Lee County Bcstg. Co., Bishopville, S. C., since application was amended and removed from hearing docket.

KIRO Seattle, Wash.—Granted petition for dismissal without prejudice its application.

Monona Bcstg. Co., Madison, Wis.—Granted petition for continuance of

CKNW Brief

CKNW New Westminster, B. C., has filed a brief with the Dept. of Transport, Ottawa, requesting change in frequency from 1320 kc to 1130. The brief, filed by William Rea Jr., CKNW president and general manager, calls for move to 1130 kc with present 1 kw and, if granted, beginning of construction on a new 10 kw transmitter on Lulu Island. Completion is set for December 1952. Dept. of Transport must act upon request along with Canadian Broadcasting Corp. board of governors.

FCC actions

JANUARY 23 THROUGH JANUARY 31

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN G. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
Kansas City, Missouri

Member AFCCE

hearing from Jan. 28 to March 28 at Madison, Wis.

By Hearing Examiner J. D. Bond

Springhill Bcstg. Co. Inc., Springhill, La.; Resort Bcstg. Co. Inc., Hot Springs, Ark.—Dismissed as moot amendment of Springhill Bcstg. Co. of Aug. 15, 1951, and letter of Jan. 7, 1952, transmitting amendment, since they relate to original application which is otherwise amended by grant of petition of Jan. 15, 1952, requesting 1300 kc, 1 kw, day, in lieu of 590 kc, 1 kw, day; application, as amended, removed from hearing docket. Further ordered that application of Resort Bcstg. Co., Hot Springs, Ark., be removed from hearing docket.

Chief, FCC Broadcast Bureau—Granted request for corrections in various respects to transcript of testimony in proceeding re application of WFEC Miami, Fla.

WFEC Miami, Fla.—Granted petition for extension of time from Feb. 1 to March 3 to file proposed findings of fact and conclusions of law re its application.

By Hearing Examiner Basil P. Cooper

WIVY Jacksonville, Fla. — Granted petition for continuance of hearing from Feb. 1 to May 5 at Washington, D. C., re its application.

By Hearing Examiner Leo Resnick

Lee County Bcstg Co., Bishopville, S. C.—Granted petition of Jan. 15 to amend application to request 1380 kc, 1 kw day, in lieu of 620 kc, 1 kw day, and application, as amended, removed from hearing docket; dismissed as moot petition for leave to amend, filed November 19, 1951.

By Hearing Examiner J. D. Cunningham

KJEF Jennings, La.—Granted motion for continuance of hearing, scheduled for Jan. 29 in re its application and that of WVOW Logan, W. Va.; hearing continued to time and place specified by later order.

By Hearing Examiner H. B. Hutchison

Chief, FCC Broadcast Bureau—Granted petition for extension of time from Jan. 18 to Jan. 25 to file proposed findings of fact and conclusions of law in proceeding re applications of Greater New Castle Bcstg. Corp., New Castle, Pa., and that of Sanford A. Schafitz, Farrell, Pa.

January 30 Applications . . .

ACCEPTED FOR FILING

AM—690 kc

KSTL St. Louis, Mo.—CP to increase power from 1 kw to 10 kw and install DA.

AM—1360 kc

KCLS Flagstaff, Ariz.—CP to change frequency from 1340 kc to 1360 kc and increase power from 250 w day to 5 kw fulltime.

License for CP

WMIN-FM St. Paul—License for CP authorizing changes in FM station.

Modification of CP

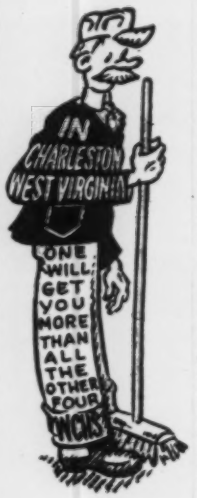
WWSW-FM Pittsburgh—Mod. CP, as mod., authorizing changes in FM station, for extension of completion date.

(Continued on page 91)

Mr. Roger Bacon
Ruthrauff and Ryan
Dallas, Texas

Dear Rodge:

Whin yuh wants a real market, keep th' hometown uv WCHS in mind. Yessir, Rodge, Charleston, West Virginny, is tops any way yuh wants ter look at it! Jest seen th' latest reports from th' Fed'ral 'Serve Bank of Richmond, an' Charleston has th' biggest percent uv gain in department store sales over whut they wuz a year ago uv any uv th' 17 cities in th' district! Yessir, they's up nearly 30 percent—an' they wuzn't jest hay a year ago! Folks reely spends money 'round here, on' WCHS'll get yer message across ter more lisseners in this here area then effen yuh used all th' other four stations in town put tergether!



Yrs.

Algy

W C H S
Charleston, W. Va.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 29 OF THIS ISSUE

SAWYER

WIZE Holdings Involved In Quatman Suit

SUIT against Secretary of Commerce Charles Sawyer by minority stockholders of Radio Voice of Springfield Inc. (WIZE Springfield, Ohio) was characterized as part of a "consistent campaign of annoyance . . . to force the purchase of their stock at high prices," according to a statement issued in Mr. Sawyer's name by Dayton attorney Hubert Esterbrook last week.

Minority stockholders, in the Court of Common Pleas in Springfield, Ohio, earlier last week, alleged that the radio station made improper salary payments to Mr. Sawyer and his wife, and asked that the court stop the practice and recover $112,080.

Specifically, the minority stockholders claimed that WIZE paid Mr. Sawyer $10,000 a year for the last seven years for services which "were negligible in amount and cursory in nature." It is also charged that the station paid Mrs. Sawyer $16,800 for the same time as secretary although she "performed no duties and rendered no service of any kind whatsoever to the company." Stockholders also sued to recover $21,000 paid for rent in Mr. Sawyer's Cincinnati law office and $4,280 paid for the services of a secretary there.

Mr. Sawyer owns 52% of WIZE. He owns outright WING Dayton and WCOL Columbus, both Ohio.

Plaintiffs in Suit

Plaintiffs include George B. Quatman, president of the independent Lima (Ohio) Telephone & Telegraph Co.; his son, Lima Probate Judge Joseph B. Quatman; Richard B. Davis, restaurant owner; Frank G. Kahle, retired businessman; Louis Kramer of Dayton; Phillip L. Bradstock and Mrs. Simon Maier of Elyria.

Both George Quatman and Mr. Davis are members of the WIZE board of directors.

In addition to Mr. Sawyer, the suit was directed against John Pattison Williams, executive vice president of Mr. Sawyer's radio properties; Charles Evans, WIZE station manager; Adna Karns, assistant station manager; Charles Sawyer Jr. and Abe Gardner.

Mr. Sawyer's statement is as follows:

Secretly and without previous inquiry of the management as to salaries, dividend policies, prospects, competition, etc., a group of stockholders, headed by George B. Quatman bought a minority interest in Radio Voice of Springfield Inc. The purchase was made with the specific intent of creating a large nuisance value. He persuaded others to enter into this purchase, including two women. Through his blandishments and through a voting trust, with 25% interest in the minority stock, he has obtained complete control of the minority stockholders. Since Mr. Quatman and friends acquired these shares, he has carried on a consistent campaign of annoyance. New lawyers for Mr. Quatman have moved in and old lawyers have moved out of the picture with confusing regularity.

The object of all this has been to force the purchase of their stock at a high price. No such buyer has appeared. One of his representatives has characterized the complaint as "picayune." His description was accurate.

Station WIZE is a well managed radio station. It will continue serving ever increasing listeners with the same standards of fidelity and public service it has in the past.

WILSON TALK

Sees Longer Production

ELECTRONICS, now undergoing a revolution comparable to that of jet aircraft, "must find the target, direct the gun and pull the trigger" under current development, Defense Mobilizer Charles E. Wilson said last Monday.

Mr. Wilson addressed the 1952 Honors Night Dinner of the Institute of the Aeronautical Sciences at the Hotel Astor in New York. He spoke on "A Revolution in Technique."

The Defense Chief observed that the cost of electronic equipment alone in some jet engines is more than the entire cost of two B-29s. The mobilization program, originally on a three-year basis, will be stretched to four years, with peak production indicated from December 1952 to July 1954, Mr. Wilson said.

"There will be no sudden and violent upswing in military production, with a corresponding disastrous downswing in the civilian economy. We are simply going to maintain our production peak a while longer than originally planned," the Defense Mobilizer explained.

To Address IRE

CHARLES E. WILSON, director of the Office of Defense Mobilization, will be banquet speaker March 5 at the 1952 convention of the Institute of Radio Engineers to be held at the Waldorf-Astoria, New York, March 3-6. In addition to the technical papers to be presented at discussion sessions at the hotel, IRE is sponsoring its largest exhibit of latest developments of electronic equipment at Grand Central Palace, where 356 exhibitors have signed for 57,000 sq. ft. of floor space to show some $10 million worth of apparatus, including newest in transmitting and receiving devices and parts for AM, FM and TV, both VHF and UHF.

WFAA-AM-TV Dallas-Ft. Worth will sponsor a 7,000-mile farm tour through U. S. and Canada for Southwesterners June 8-22. Murray Cox, WFAA farm director, is in charge. Cost is about $500 each.

SDBA SCHOLARSHIPS

Given in Radio Field

TWO $100 tuition scholarships have been given to the U. of South Dakota by the South Dakota Broadcasters Assn. for high school seniors entering college to specialize in radio broadcasting and station engineering.

This was reported last week by Bryon McElligott, general manager of KSDN Aberdeen and president of the broadcasters' group. He said basis for selection will be scholastic standing, speech activities, personality and character of the broadcasting scholarship applicant, and science activities, personality and character for the engineering student. Applicants must prove a financial need.

Selected to screen applications are Ray Eppel, manager, KORN Mitchell, chairman; Bill Rohn, manager, KSOO Sioux Falls; Max Staley, manager, KIJV Huron, and Henry Schmitt, publisher, *Aberdeen American News.*

Applicants should write the university registrar or KUSD Vermillion. Winners will be announced June 1.

ZIV IS HONORED

By VFW for Cvetic Series

CERTIFICATE of Merit was awarded last week by Veterans of Foreign Wars to Frederic W. Ziv Co., New York, radio production and transcription firm, for its new series titled "I Was a Communist for the FBI," starring Dana Andrews. Series, based on incidents in career of Matt Cvetic who, as an FBI undercover agent, joined the U. S. Communist Party, will make its debut on stations coast-to-coast in March.

Certificate is signed by Frank C. Hilton, VFW commander-in-chief, and commends the Ziv Company for "its role in making the American people more aware of the methods and goals of Communists in the United States, therefore more conscious of the menace of Communism to our nation."

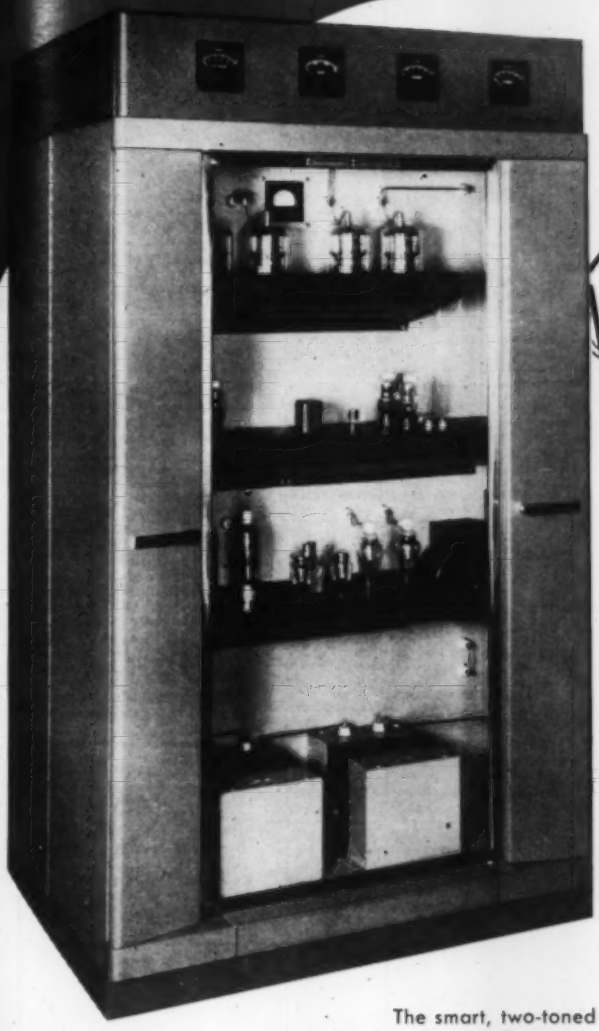
Rep. Changes Name

KEENAN, Hunter & Dietrich is new name of Keenan & Eickelberg, West Coast station and publishers representative. W. Hubbard Keenan has been elected president and is headquartered in San Francisco. George G. Dietrich Jr. is vice president in charge of Los Angeles operations. Other officers include John W. Banister, vice president; Maxwell J. Hunter, secretary-treasurer, and Laura Murtaugh, assistant secretary.

KLIX IS KLICKIN'

Spotlighting another engineering triumph by *Continental*

...the new 314-2 1 KW AM TRANSMITTER*



The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

Distributed by GraybaR ELECTRIC COMPANY
Since 1869 · REG. U.S. PAT. OFF.

For Equipment above and beyond the usual standards

...call on

*Availability dependent upon defense requirements.

Continental Electronics

MANUFACTURING COMPANY

HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

producers of

- AM Transmitters
- Custom-Built Phasing Equipment for Directional Arrays
- Antenna Coupling Equipment
- Arc-back Indicators
- Sampling Equipment for Directional Arrays
- Isolation Coils
- Radio Frequency Inductors
- FM-AM Isolation Units

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1137

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager, upstate New York, large market, 1000 watt independent station. Must be experienced in independent operation and able to prove sales ability, excellent opportunity for right man. Give full experience, picture in reply. Box 6M, BROADCASTING.

Successful 250 watt network station in south midwest established six years is looking for a good efficient manager-commercial manager with a proven record of small station-high standard successful and economical operation. Want friendly, sincere family man who is a hard worker and sold on radio and not television, who can take hold of a good station and make it produce and maintain a high standard of community service. This man must be in his energetic thirties and must have had at least ten years of working experience in radio. Box 141M, BROADCASTING.

Promotion manager: Young, creative, with flair for aggressive showmanship. Send full details, experience, salary, etc. Leading station in important southwestern market. Box 154M, BROADCASTING.

Newspaper owned, modern, opening in March. Only station in enthusiastic $13,000,000 market needs versatile manager and combination staff. WMFC, Monroeville, Alabama.

Salesman

If you think sales, breathe sales, sell sales, then you are the man for us. Write Texas ABC station. Box 988L, BROADCASTING.

Time salesman. Salary plus commission. Good market. Texas. Box 989L, BROADCASTING.

Salesman-opportunity commercial manager, single station rich central Iowa market. Guarantee against 15% with percentage increase with volume. Grand opportunity to make real money. Contact Manager, KASI, Ames, Iowa.

Salesman-announcer to sell own show. High commission with accent on sales. The right man should do very well. Must own car. Call Roland L. Fowler, WGAT, Utica, N. Y.

Announcers

Secure future for aggressive, responsible man on staff of southern independent. Excellent working conditions. Three years experience minimum with console operation. Personal data and audition with disc jockey. News and straight commercials. With first letter. All replies confidential. Box 936L, BROADCASTING.

Wanted, a combo man for Rocky Mountain network station. Please reply immediately. Send disc and particulars Box 960L, BROADCASTING.

Immediate opening experienced staff announcer for 1000 watt indie full-time east Penna station. No board work. Box 102M, BROADCASTING.

Announcer-engineer who can use typewriter, write copy, keep traffic, logs and other related work. Small network station Texas. Send photo, sample of work, and data. State salary expected. Good pay. Box 131M, BROADCASTING.

Wanted—Morning or afternoon man with new ideas to create and sell—good salary scale. Experience not necessary. Box 133M, BROADCASTING.

Southwestern Mutual affiliate has immediate opening for combo man. Ideal all-year climate. Offer variety announcing with young, congenial staff. Prefer young married man who will be permanent. Address disc, photo and details to Box 143M, BROADCASTING.

Help Wanted (Cont'd)

Immediate opening experienced announcer or combo man. Permanent. Box 146M, BROADCASTING.

Combination announcer - engineer wanted. Forty hour week on Mutual station in southeast. Average or better on announcing. Send letter with qualifications and salary needed. Box 161M. BROADCASTING.

Good announcer with first phone, permanent position friendly western Pennsylvania independent daytimer. Seventy-five dollars for forty-four hour week to start. Submit resume experience, photo, disc or seven one half IPS tape first reply. Box 167M, BROADCASTING.

5000 watt CBS affiliate has immediate opening for announcer - copywriter. Rush full information including picture, audition, salary required. KFBB, Great Falls, Montana.

Chief engineer for kilowatt station in Oregon's Willamette Valley. Must have ticket and excellent announcing voice for board shift. Pay is above average and depends upon announcing excellence and technical knowledge. Air mail audition disc, picture and experience to KGAL, Lebanon.

News man—Age: In twenties. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

Wanted—Announcer with hard punching commercial voice. Prefer south easterner. Send audition material to WBRM, Marion, N. C.

First phone—announcer. $80.00 44 hour week. WCTA, Andalusia, Alabama.

Staff announcer. Sportscasts, some play-by-play and regular staff duties. Mid February. Photo, disc, minimum salary to PD, WENE, Endicott, N. Y.

Sportscaster, excellent opportunity for experienced man who has sports "knowhow." Graduated pay scale, plus talent. Send letter of qualifications, salary expected, photo and audition to Station WFDF, Flint, Michigan.

Wanted, announcer-engineer CBS affiliate, WGWC, Selma, Ala., experience not necessary. Good salary.

Erie, Pa. experienced announcer, news or DJ for only independent. Fast paced daytime operation. Salary based on experience. Send references, recording and picture to WJET, Erie, Penna.

Immediate opening for announcer with experience. Will consider beginner. Send audition and full particulars in first letter to WJMB, Brookhaven, Mississippi.

Combination man with emphasis on announcing. Radio Station WJMW, Athens, Alabama.

Combination announcer-engineer, start immediately. Emphasis on announcing. Wire or phone WJON, ABC in St. Cloud, Minnesota, call 1240.

WRMN, Elgin, Illinois wants good announcer with first phone. Immediate opening.

Announcer-engineer for 1000 watt daytime station. A new modern station just on the air. Salary $70. per week. Car necessary. Contact Keith Moyer, WTIM, Taylorville, Illinois.

Help Wanted (Cont'd)

Technical

Combination announcer - engineer wanted for chief engineer's job by station in Hawaii. Good, permanent position for the right man. Experience in maintenance of speech and RF gear essential. Preference given to experienced small station chiefs. Send full details plus audition tape to Box 765L, BROADCASTING.

First class engineer, looking for dependable technician, no announcing, permanent, living conditions reasonable in Texas station. Box 998L, BROADCASTING.

Engineer-announcing or operator willing to learn announcing, above average opportunity for man who can meet public. Box 37M, BROADCASTING.

Engineer, 1st phone, net affiliate, northern Indiana. $65.00 40 hours. Combined studio xmtr operation. Paid hospitalization life insurance and vacations. Box 111M, BROADCASTING.

Operator of stable temperament, good character needed by station in Texas resort city. Box 158M, BROADCASTING.

Young first class operator to assist chief engineer in control room, transmitter, installation of broadcasting equipment and two way mobile radio units. Must have car, be neat workman. Excellent opportunity upstate New York. Give draft status. Box 7M, BROADCASTING.

We have immediate opening for engineer-announcer. Opportunity to develop announcing technique. Southwestern network affiliate in city 300,000. Must be young, married man for permanent job. Reply Box 144M, BROADCASTING.

Combination engineer-announcer, first phone. Good voice. Ability to sell on commission. Sixty to start. Audition required. Midwest. Send particulars. Box 152M, BROADCASTING.

Reliable, experienced, technically proficient chief engineer wanted by station in important Texas city. Box 157M, BROADCASTING.

Engineer-announcing. Above average opportunity, south central Illinois. Box 168M, BROADCASTING.

Engineer-announcer combination, start $57.75 forty hours, rapid raises. Will consider man with good voice and no announcing experience. Contact Herbert Brandes, KDRO, Sedalia, Mo.

Studio engineer with first class license. Send complete details including snapshot. Prefer man with relatives in Rocky Mountain area. KFEL, Albany Hotel, Denver, Colo.

Wanted: 2 engineer-announcers. 1st phone for 250 watt Mutual outlet, $60.00 for 40 hour week. Contact Bill Murphy, Station KIYI, Shelby, Montana.

Sunshiny southwestern CBS station needs man with ticket. Good salary, regular pay raises, good working conditions. Send full particulars to Jim Duncan, KSIL, Silver City, N. Mex.

Immediate opening, combination man. Must be engineer capable of chief's job. Good pay, pleasant surroundings. Give full details first letter. WACA, Camden, South Carolina.

Engineer needed. Send information to WBIP, Booneville, Mississippi.

Engineer. First class. $240 month. 40 hour week. Time and half paid. Raises. Excellent opportunity. Phone or wire now. WCVA, Culpeper, Virginia.

First class operator. Experience not necessary. Prefer single man. $50.60 for 44 hour week. WEPM, Martinsburg, W. Va.

Help Wanted (Cont'd)

First class engineer-operator ne... immediately for fulltime sta... WFAH, Alliance, Ohio.

Wanted—First phone transmitter o... ator. Directional also FM. Conta... B. Trueblood, WGBR, Goldsboro, N...

Have immediate opening for first ... operator, studio and transmitter w... Experience not necessary. Write WB... Olean, New York, for further infor... tion.

Engineer, first phone license, 250 ... daytime, no experience necess... WJET, Erie, Penna.

Immediate opening for 1st class ... erator. Contact WIKB, Iron R... Michigan, now.

First phone man who has other tale... perhaps you can write copy, traffic ... record librarian. Good position for ... man with a ticket who desires e... perience and has ability for oth... phases of radio. Send complete ... formation. WJET, Erie, Pa.

WLEC, Sandusky, Ohio, offers perm... nent position for engineer. Fine w... cation plan. $60.00 per 40 hour wee... Air conditioned modern station ... Ohio's vacationland.

Need immediately, engineer-announc... with first class license. WMJM, Corde... Georgia.

Engineer first phone, some announci... $60.00 start, 6 day week, immedia... opening. LBS affiliate, WNER, L... Oak, Florida.

Immediate opening for transmitt... operator. No experience necessar... $50.00 for 44 hour week. Address re... Radio Station WSIP, Paintsville, Ke... tucky.

First phone transmitter operat... WSYB, Rutland, Vt.

Engineer or announcer-engineer, im... mediate opening, WVOS, Liberty, N. Y.

Production-Programming, Other

Excellent opportunity. Major easter... city. Top independent. Prefer young ... experienced, married man. Box 54... BROADCASTING.

Copywriter, experienced, immedia... opening in better class station. Bo... 109M, BROADCASTING.

Impersonate voices well known celeb... rities, Crosby, etc? Do quick-witted ... imaginative DJ patter? Spontaneou... improviser? Ohio station. Box 110... BROADCASTING.

Wanted—One who writes strong com... mercial copy that really sells, has fa... production, handle traffic, able to me... sponsors, make friends. Must have st... tion experience, possibly radio scho... training. Ability counts. Pleasa... living, working. Complete detail... photo, samples, minimum salary. Ma... ager, WLEX, Lexington, Kentucky.

Wanted: Experienced newsman, obtain... edit, deliver. 1st phone desired, n... essential. Friendly community. Im... mediate opening. KOMW, Omak, Wash... ington.

Program director, full charge, some a... work, musical clock, local news, clas... ical music, community level statio... Long hours, hard work. Excellen... future for dependable man with ide... and ability. Send complete backgroun... no recordings. WCRB, Waltham, Mas...

Television

Technical

Chief engineer for eastern TV netwo... station. Construction experience a... administrative ability essential. One ... the best positions in the industr... Starting salary $8,000 to $10,000. St... tion will assist in finding satisfacto... housing. Send complete informati... including photo. Box 14M, BROA... CASTING • *TELECASTING.*

Engineer for expanding TV station ... class license. Prefer TV experien... AM experience considered. Please st... experience and education. Start... salary $75.00. Box 70M, BROADCAS... ING • *TELECASTING.*

Situations Wanted

Managerial

Can build your station into a paying proposition. Experienced in every phase of radio, continuity, selling, programming, public relations and announcing. Twenty-nine year old veteran, married, one child. Qualifications and references. Box 114M, BROADCASTING.

Thoroughly qualified manager 17 years experience seeks challenging opportunity with lifetime potential. Recognized successful small market station operator. Will consider only markets under 40,000. Stable. Mature. Employed. Box 119M, BROADCASTING.

General manager 13 years experience in newspaper and all phases radio sales, production, management and ownership. Married and stable. Want permanent future based on accomplishment. Top radio and newspaper references. Box 126M, BROADCASTING.

Salesman

Radio salesman desires job. Experienced, car, married. Box 990L, BROADCASTING.

Experienced salesman-announcer. Good sales record. Hold first phone license. Box 115M, BROADCASTING.

Salesman—Five years sales, announcing, production background. Midsoutheast preferred. Box 132M, BROADCASTING.

Salesman-copywriter, excellent time-sales record. Imaginative. Aggressive. College graduate. Car. Draft exempt. Box 150M, BROADCASTING.

Announcers

Sportscaster—Heavy experience to 5kw, Class A baseball, HS, college football, basketball. Currently free lancing New York. Seek year-round sports station. Box 126L, BROADCASTING.

Versatile, experience, draft exempt announcer; commercial newscasts, music shows, DJ work that sells, married. References available covering 5-year background. Possibly available February 10th. Box 48M, BROADCASTING.

A commercial DJ. Presently employed at 50 kw, AM-TV midwestern network affiliate. Have proof of popularity. Married. Desire Chicago or New England area. Photo and disc on request. Box 50M, BROADCASTING.

News, play-by-play sports, solid commercial announcing. Thoroughly experienced. Box 56M, BROADCASTING.

Announcer, 26. Six years. Veteran. All phases. Chicago area. Permanent. Box 59M, BROADCASTING.

Recent graduate SRT desires staff position. Consider all offers. Prefer eastern Ohio or western Pennsylvania. Box 92M, BROADCASTING.

Recent SRT graduate desires position staff announcing. Midwest preferred. Box 93M, BROADCASTING.

Announcer, veteran, college, all phases, heavy classics, travel. Tape available. Box 108M, BROADCASTING.

Announcer—Knowledge of horses, interested in horse racing and special events. Excellent ad lib. Capable of staff announcing and DJ work. Picture and disc upon request. Best reference. Box 112M, BROADCASTING.

Top metropolitan DJ available. Currently have top "futureless" spot. Draft exempt, educated, married, 28, car. First phone, $100. Box 113M, BROADCASTING.

Experienced announcer desires location in West Virginia or adjoining state. Box 116M, BROADCASTING.

Announcer, veteran, free to travel. Desires staff position anywhere. Good on news and DJ. Disc available. Box 118M, BROADCASTING.

3 years announcing, 1 year PD. Desire stable organization with future. Employed. Not fly-by-nite. Box 124M, BROADCASTING.

Five years experience . . . top salesman. Strong news delivery. Presently employed, $500 minimum. Box 125M, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer desires chance for advancement. Strong on all phases of announcing including special events. Box 130M, BROADCASTING.

Announcer—24, single, vet. Experienced all phases. College degree, board, good voice. Tape, photo. Will travel. Minimum $65. Box 134M, BROADCASTING.

An excellent draft exempt announcer with college background. 27 years old. 7 years experience in small and network stations. Have been with present station 2½ years. Capable of doing any type program exceptionally well. Prefer network station in large midwestern city. Photo and disc on request. Must be permanent with salary commensurate with experience and ability. Managers recommendation. Box 142M, BROADCASTING.

Experienced, versatile announcer; draft exempt vet, single, age 23. Desires position in south or east. Tape available. Box 145M, BROADCASTING.

Experienced announcer, now working, wishes to relocate, strong on DJ, commercials, news, operate console, veteran. Box 159M, BROADCASTING.

Staff announcer. Presently employed. Three years experience. Pleasing personality. Excellent voice. Desires position N. Y., N. J., Delaware, Phila. area. Personal interview. Wire. Box 160M, BROADCASTING.

Versatile announcer 12 years experience, ad lib, DJ, news, pee-dee etc. Employed. Draft exempt, permanent. Available anytime. Box 163M, BROADCASTING.

Announcer. Colored, with first class ticket. Trained in all phases. Will travel. Box 164M, BROADCASTING.

Announcer (Negro). Trained under actual broadcasting conditions by network professionals. Strong on news, commercials, narrations, some sportscasting. Original DJ presentations. Board operation. College graduate. Box 165M, BROADCASTING.

Morning man, nine years, draft free. Deep voice. Available now. Telephone 705-W, Morganton, North Carolina.

Experienced announcer, 25, able to handle local shows, news and board assignment; copywriting. Will travel. 853 S. W. 12th St., Ft. Lauderdale, Florida.

Announcer available—good on news, commercials, DJ, personality, 2½ years experience, references. Bill Bradlow, 1745 E. Cleveland, Clearwater, Florida.

Announcer unemployed. Willing to travel anywhere. Good voice, poise, mature. Extensive experience in public speaking. Disc and picture available. John McCarthy, 1226 N. Lincoln St., Arlington, Virginia. Glebe 1569.

Southeast—3 years experience. Announcer, copywriter, engineer. Chief 1½ years. James Rodgers, Box 135, Oxford, Georgia.

Now see this! Conscientious, reliable announcer available immediately. Board work. Write or wire Rollie Scott, 86 Debevoise Avenue, Roosevelt, New York.

Play-by-play sports announcer desires permanent position progressive sports minded station. Experience range 5 kw to 250. Pro baseball, college football, basketball. Straight staff and news. College grad. 26. Veteran. State salary. Bill Wright, 243 Lenoir Ave., Wayne, Penna.

Technical

Experienced chief engineer, including combo. Maintenance, construction operation available soon. Box 106M, BROADCASTING.

Woman, first phone, looking for job with future. No combo. Box 107M, BROADCASTING.

Chief engineer, desires combination work, Ohio area. 3 years experience. Box 120M, BROADCASTING.

10 years experience as operator, chief operator of 250 kilowatts, presently employed 5 kilowatt want combination job. Minimum salary $350 per month. Have done some announcing. Want combination job. Reply Box 122M, BROADCASTING.

1st phone, 1½ years experience studio and transmitter, remotes, disc, tape recording and editing. Please send details. Box 148M, BROADCASTING.

Veteran, married. Radio-TV grad. 1st phone. Desires position as operator in or around New York. Box 149M, BROADCASTING.

Situations Wanted (Cont'd)

Combination man, good engineer, fair announcer, plenty experience both, including chief. Reliable man requires good salary. South or southwest only. Box 153M, BROADCASTING.

Licensed engineer, five years experience transmitters, studio, combination, and chief. Midwest or midsouth. Box 166M, BROADCASTING.

Production-Programming, Others

Copywriter, male, experience network affiliate and independent. Looking for progressive station in the east. Box 63M, BROADCASTING.

Women's director! Experienced in writing, production and air work. Successful commercial shows. Have had TV training. Available immediately. Box 105M, BROADCASTING.

News reporter-writer; idea man for special events, roundtables, investigation and preparation of special programs; all types air-work—spot tapes, straight news and analysis, moderating; man for somebody who sees radio and/or TV as another channel of community expression. Employed. Box 135M, BROADCASTING.

Writer (specialty, humor)—performer (self-accompaniment); radio; TV; newspaper; PR. College, shorthand, type, portfolio, young, single, vet. Box 156M, BROADCASTING.

Television

Salesman

Have complete 13 year background in local and national sales for radio and newspaper, including management with best future based on percentage. Box 127M, BROADCASTING • *TELECASTING.*

Announcers

Television announcer. Presently employed large television station. On camera commercials are highest reference. Style like Dennis James. Twelve years in profession. Box 123M, BROADCASTING • *TELECASTING.*

Young man wants job in TV station. Experience as announcer, actor, director. Box 136M, BROADCASTING • *TELECASTING.*

Production-Programming, Others

Director-operations man, major network TV station, wearied of office politics and constant turmoil, would like to discuss post-freeze change with smaller Atlantic or Gulf Coast station. Box 128M, BROADCASTING • *TELECASTING.*

Experienced TV film director desires change. Qualified to set up complete film department, and laboratory your station. Best references. Box 140M, BROADCASTING • *TELECASTING.*

For Sale

For sale—Muzak wired music operation at inventory in western territory of 500,000 pop. Box 129M, BROADCASTING.

Stations

Western state. 250 watts. Well equipped. $2500 monthly volume. $35,000. Terms. Box 121M, BROADCASTING.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

Profitable western stations. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

For sale: RCA field intensity meter, 308-A, frequency range 120-18000 kc. Excellent condition. Box 98M, BROADCASTING.

Raytheon 250 watt AM transmitter. Excellent condition and crated for shipping. $2100 cash. Box 117M, BROADCASTING.

Gates 500 watt transmitter. Two years old, excellent condition, spares. $3,000.00. Box 138M, BROADCASTING.

Mica transmitting condensers new and used. Attractive prices. List on request. Box 155M, BROADCASTING.

For Sale (Con't)

1 Western Electric 2 channel console complete with table. Used less than one year. Call or write Station KCJB, Minot, North Dakota.

General Radio modulation monitor, model 731 A, $150. Western Electric frequency monitor model 1C, $250. Write KFVD, Los Angeles 5, Calif.

Complete RCA 5 kw model 5-C AM transmitter, spare tubes and Western Electric 1-C frequency monitor (960 kc). Excellent condition. Will crate for shipment. Reasonably priced. WDBJ, Box 150, Roanoke, Va.

Western Electric 20A—250 watt transmitter xtal 1230 kc $700, REL 518ADL 1 kw FM transmitter $750, REL 600 FM monitor $200, REL 600 audio amp. $50, five new 4x 500F $40 each, three 829 $6 each, four 872 $3 each, Collins 7B amp. $10. All equipment in good working condition and supplied with instruction books. WIL, Chase Hotel, St. Louis, Mo.

For sale—One 160 foot guyed Wincharger tower, can be built to 225 feet. Complete with guys, lighting equipment, lighting choke and conduit. Ready to ship. You pay freight. $1500. Contact WMGR, Bainbridge, Ga.

For sale: One RCA BTA-1L transmitter WRJW, Picayune, Miss. Phone 510.

Wanted to Buy

Equipment etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit flasher and photoelectric control. Box 805L, BROADCASTING.

Will buy your 1 kw transmitter. State price, age and condition. Box 137M, BROADCASTING.

Wanted to buy complete 250 or 1000 watt FM equipment. Transmitter, monitoring equipment, transmission line and FM antenna. Will buy together or individually. Box 162M, BROADCASTING.

Wanted: 1 or 3 kw FM transmitter. 450 feet 1⅝ inch transmission line, antenna and monitors. State price and condition. KWOA, Worthington, Minn.

Miscellaneous

Be a combination man. Improve your earning power and security. FCC first phone in 6 weeks. Write for information. Grantham Radio License School, 706 North Wilcox, Hollywood, Calif.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

Box 450K, BROADCASTING

Television

Technical

HELP WANTED

Skilled publicity writer by large midwestern radio-television organization. Give resume of background and experience; state salary required. Address Box 96M, BROADCASTING • *TELECASTING.*

Situations Wanted

EXPERIENCED
program director
offers loyalty integrity and ability
idea man—good voice, can, and will, do anything for a station that pays a decent wage. write to Box 139M, BROADCASTING.

Television

WANTED!—A JOB!
TELEVISION PRODUCTION
Experienced in theatre production, TV packaging and radio operating.
LOTS TO LEARN—LOTS TO OFFER
SALARY UNIMPORTANT-NEED A START
N. Y. C. Area preferred.
Call ORegon 7-6575
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EXECUTIVE PLACEMENT SERVICE
for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.
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NBS GRADUATES are in DEMAND
NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.
100% Placement of Combination Men Housing Arranged
Write Today for Details
NORTHWEST BROADCASTING SCHOOL
"One of the Nation's Great Radio-TV Schools"
531 S. W. 12th Ave., Portland 5, Ore.

MAHER IS CONVICTED

In Spivak Assault Case

GEORGE MAHER, executive secretary, National Assn. of Broadcast Engineers and Technicians (CIO), was convicted in New York's special sessions court Monday of third degree assault on Attorney Harold Spivak. The NABET executive was continued on $500 bail for sentencing Feb. 27.

Mr. Maher was accused of striking Mr. Spivak last June 8 after a National Labor Relations Board hearing at which the latter represented the International Alliance of Theatrical Stage Employes and Motion Picture Operators (AFL). The two unions were involved in jurisdictional dispute, contesting representation of CBS employes, with hearings held at that time in Los Angeles, Chicago and New York. Elections in the dispute were held early this month, with IATSE having withdrawn from ballot in favor of International Brotherhood of Electrical Workers, also AFL.

WTAM SIGNAL

Improved With Amplifier

INSTALLATION of a new compression amplifier designed to improve reception of WTAM Cleveland's signal in "fringe areas" has been announced by John McCormick, general manager of the NBC Cleveland O&O outlet.

Developed in conjunction with RCA engineers, the amplifier permits an increase in "effective modulated power" of WTAM's present 50 kw clear channel signal, according to S. E. Leonard, WTAM-NBC engineer. Plans are underway for a similar installation on WNBK (TV), NBC's Cleveland video station.

ABC Radio Hollywood personnel, occupying third floor of NBC Radio City at 1500 N. Vine have moved to new quarters in remodeled ABC studios, 1537-1539 N. Vine St., Hollywood. Departments involved are programming, production, traffic, continuity acceptance, music rights, mimeograph and telephone.

SISTER Mary St. Clara, B.V.M., reportedly the only nun in North America who conducts commercially sponsored weekly home economics radio program, receives a 1951 *McCall's* Award. She is head of home economics department of Clarke College, Dubuque, Iowa. Present at ceremonies are (l to r): Frank Hogan, director of media relations, *McCall's* magazine; Sister Mary, and James D. Carpenter, vice president of Dubuque Broadcasting Co. (WKBB and WDBQ (FM) Dubuque). Sister Mary was one of seven women who were awarded gold microphone for outstanding public service broadcasting [B•T, Dec. 24, 1951]. Series has been featured for over 14 years on WKBB and WDBQ, which received scroll on occasion.

ROYALTY RIGHTS

On ILO Geneva Agenda

EFFORT of performers unions to promote an international treaty giving them royalty rights on records and sound films will be taken up at a meeting of International Labor Organization, starting Feb. 18 in Geneva, Switzerland.

Representing American employers at the meeting will be Richard P. Doherty, NARTB employe-employer relations director, and George Jacoby, vice president of General Motors. Mr. Doherty has served as U. S. employer representative at past ILO meetings.

Performers unions tried in 1949 to persuade ILO to set up a treaty under which all broadcasters would have to pay royalties to performers for use of records and sound films. In addition they sought the right to prevent use of such material. ILO took no action on the matter in 1949 but unions will again submit the matter to the worldwide group. Union musicians are principal backers of the move.

Claire Miller

CLAIRE MILLER, secretary to R. G. Winnie, sales manager of WTMJ-AM-TV Milwaukee, and station employee for over 16 years, died Jan. 21, five days after being stricken with a cerebral hemorrhage. Miss Miller had been secretary to Mr. Winnie since 1942 and previously was radio traffic supervisor and head of the WTMJ music library.

CONN. STATE NETWORK

Re-elects Delaney, Baumgartel

GLOVER DELANEY, general manager of WTHT Hartford, Conn., was re-elected president of the Connecticut State Network at the group's annual election held a fortnight ago at Hartford. Ben Baumgartel was re-elected executive secretary of the seven-station network.

The organization discussed possibilities of a state TV network to operate in conjunction with the radio network once TV stations have been established. The radio network operates on a 52-week basis and carries regular commercial and sustaining programs. Annual reports indicated successful operation during 1951, it was announced.

WNHC New Haven, recent NBC addition, which also operates Connecticut's only TV station, is one of the members of the network. The others in addition to WTHT are WSTC Stamford, WNAB Bridgeport, WTOR Torrington, WATR Waterbury and WNLC New London.

D. C. FM Drive

A. L. AIKIN, General Electric Supply Co., has been named to head the joint committee to direct the FM promotion campaign slated to get underway in the Washington, D. C., area March 1 [B•T, Jan. 21]. Other members with Mr. Aikin, who also is chairman of the Electric Institute of Washington FM Committee, are: Peter H. Cousins, Radio-Television Mfrs. Assn.; Everett Dillard, WASH (FM) and NARTB; Eugene Juster and K. E. French, WRC-FM; Cody Pfanstiehl, WTOP-FM; Irving Lichtenstein, WWDC-FM; Irving Abrason, Lacy's; S. R. Hill, Sears Roebuck & Co.; Jack Mayer, Simpson Distributing Corp.; Lou Musinsky, Hecht Co., and William J. O'Connor, Southern Wholesalers.

NETWORK AFFILIATE

in pleasant medium sized Penna. city
NEEDS MAN TO DO MORNING RECORD SHOW AND TO ASSUME CHARGE OF PROGRAMMING AND PROGRAM PERSONNEL.
We want a conscientious hard working young man, thoroughly schooled in radio with ideas and the ability to execute them. He must be able to lead, to get along with people and command respect through ideas, ability and demeanor.
Prefer man with family. Station is excellent commercial operation with very pleasant working conditions and TV plans.
Include full background, picture, several references and salary in first letter. Box 151M, BROADCASTING.

Pacific Northwest

$70,000.00
250 watt fulltime independent in diversified industrial market. Combination studio and transmitter. Present operation profitable under absentee ownership by persons not in broadcasting industry. Financing can be arranged.

$40,000.00
Controlling interest in 1000 watt daytime station in one of the largest metropolitan markets in the northwest. Possibility to go fulltime with small additional investment. Financing can be arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

PROTESTANTS

1952 Emphasis on Radio

RADIO—not TV—in 1952 is still the better medium through which to sow seeds of religious thought.

This was counseled by Albert Crews, production director, Protestant Broadcasting and Film Commission, in an address at St. Louis' Claridge Hotel. Mr. Crews spoke before the Synodical Radio and Television Committee and the Dept. of Public Relations, Lutheran Church, Missouri Synod.

As of Jan. 1, Mr. Crews said, 71% of American homes do not have television, as opposed to 95% of homes which are radio-equipped.

"There are many more car radios alone in the United States than there are television sets. These figures furnish the answer for us in 1952," Mr. Crews commented. "Program-wise, we will do nine radio programs for every one television program."

He emphasized, however, that this is not a static situation. "The trend is toward television. When the time comes that television outstrips radio as an effective medium, we must be ready . . ."

Mr. Crews urged greater financial support of cooperative broadcasting.

NEW ESU AWARDS

Four Are Set This Year

ENGLISH-SPEAKING UNION, which last year offered awards to women broadcasters and journalists who, during 1950, had done outstanding work in developing a greater understanding between the peoples of Great Britain and the United States, has expanded its 1951 awards from two to four and this spring also will honor a male broadcaster and a male journalist. Citations of honor also will be granted at the discretion of the judges to four candidates in each of the four categories.

The Union is now accepting nominations for the various awards, which should be sent to the Annual Awards Committee, English-Speaking Union, 19 E. 54th St., New York 22, N. Y. Supporting material should have been broadcast or published during 1951. Judging panels will consider nominations April 14-18.

Nancy Craig of ABC won the 1950 radio award, with citations going to Julie Benell, WFAA Dallas; Evadna Hammersley, KOA Denver, and Mary Wilson, WTTM Trenton.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

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RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

allied arts

JOSEPH G. DEVICO, advertising manager, Majestic Radio & Television, division of Wilcox-Gay Corp., N. Y., named director of advertising and sales promotion for the company.

HARRY R. FLORY, foreign news manager and director of international communications of United Press, named UP's general manager on communications. Post created as result of expansion of UP wire system, including new coast-to-coast wire for scripts in UP Movietone Television Service.

JOHN P. ROHRS, United Television Programs, Chicago, named company's midwest regional sales manager.

DON RICHARDSON, program director, WJEF Grand Rapids, Mich., to production staff of Radiozark Enterprises, Springfield, Mo.

CLIPPARD INSTRUMENT LAB., Cincinnati, will move April 1 to new plant at 7350 Colerain Ave. between Mt. Airy and Groesbeck, Ohio.

GENERAL ELECTRIC Co.'s Washington, D. C., office moved to Wyatt Bldg., 14th and New York Ave., N. W.

DAVID HANSON, assistant production manager, KTLA (TV) Hollywood, to Nat Goldstone Agency, Beverly Hills, talent agency and program packager, as production supervisor for TV *View the Clue*.

JOE PARKER, producer-director, KLAC-TV Hollywood, and **CAROLINE LEONETTI** form Institute of Television Arts in conjunction with Caroline Leonetti Ltd., Hollywood charm school. Courses in acting, writing, producing and directing start March 3.

BOB RAINS, manager radio-TV promotion, Universal-International Pictures, Universal City, Calif., elected chairman of radio-TV committee of Assn. of Motion Picture Producers.

ROBERT MONTGOMERY, one time commercial manager of KGKL San Angelo and KOSA Odessa, Tex., joins sales staff of World Broadcasting System, N. Y.

DAN J. FORRESTAL, assistant director of advertising and public relations, Monsanto Chemical Co., St. Louis, and **ROBERT E. HILLARD**, partner, Fleishman, Hillard & Assoc., public relations, same city, elected president and vice president respectively of St. Louis chapter of Public Relations Society of America.

P. T. SCOTT Assoc., Kansas City, announces release of *Bea Jay Show*, a quarter hour transcription featuring a woman disc jockey.

D. C. YODER, engineer at RCA Victor, Camden, N. J., to sales force of company's L. A. office.

FRANKLIN H. GRAF, vice president, A. C. Nielsen Co., Chicago, will speak Feb. 5 at all-day Sacramento Marketing Conference in Senator Hotel. Session is under joint auspices of Northern California Industrial Advertisers Assn. and local Chamber of Commerce.

AVERY YUDIN, member of New York U.'s graduate division of School of Education, named director of audio education of Rec-O-Kut Co., Long Island City, N. Y.

JOHN O. DEVRIES appointed manager of General Electric Co.'s plant in Asheboro, N. C.

PAUL GAYNOR, vice president of Buchanan & Co., N. Y., to CBS-Columbia Inc., N. Y., as vice president in charge of merchandising.

ALL-CANADA RADIO FACILITIES, Toronto, has been appointed exclusive distributor in Canada for the transcribed Ziv show *I Was a Communist for the FBI*.

GLEN McDANIEL, president of Radio-Television Mfrs. Assn., Washington, initiated as honorary member into Phi Beta Kappa honor society during ceremonies of George Washington U. Alpha Chapter, Washington.

STANLEY W. CHURCH, mayor of New Rochelle, N. Y., elected an officer and director of Sightmaster Corp. (television sets), same city. He will serve as vice president in charge of public relations.

Equipment . . .

GENERAL ELECTRIC Co. Lighting and Rectifier Dept., Schenectady, announces development of new line of rectifiers which operate at current densities up to 1,000 times greater than existing copper oxide or selenium stacks. Models now in production are single phase, half wave ratings of 12 volts/0.4 amps; 21 volts/0.4 amps; 27 volts/0.4 amps; and 6 volts/6 amps.

DAVEN Co., Newark, N. J., announces production of 50 w. type OP-961, output power meter especially designed to read power or impendance accurately at all impendances over audio frequency range.

PYRAMID INSTRUMENT Corp., Lynbrook, N. Y., introduces Amprobe Model 1200, a high current volt-ammeter that measures up to 1,200 amperes. Pocket size instrument measures current instantly without being connected to conductor.

CENTURY LIGHTING Inc., N. Y., has issued supplement to Century Catalogue #4 suggesting lighting layouts and related information for both 30 x 50 and 50 x 75 ft. TV studios.

Technical . . .

WILLIAM BAREHAM, chief engineer, WBAL-AM-TV Baltimore, chosen to represent radio and TV stations in Maryland on the state's Civil Defense Council.

HOLLINGSWORTH PEARCE, engineer, WBBM Chicago, transferred last week to CBS Los Angeles.

DONALD SAUNDERS appointed engineer in charge of technical operations and **WILLIAM JONES** named assistant supervisor on the technical staff at WTOP Inc., Washington.

the weight of a magazine . . .

is nothing to be computed in ounces or postage rates. The true measure is this: "How much weight does it carry in the field it serves?"

BROADCASTING • TELECASTING carries plenty of weight with readers. Consider this:

1. More people associated with radio-TV pay for BROADCASTING • TELECASTING than for any other Journal.
2. Among radio-TV advertisers and agency people alone (the men and women who decide where advertisers' messages shall be aired) over 5300 copies are bought each week with at least 4 readers per copy—over 25,000 impressions.
3. In 1951—as for 20 years past—BROADCASTING • TELECASTING published more radio and more television news and business features than all other industry publications combined.

No . . . the weight of a magazine can best be determined by the intense loyalty of its readers. That's why it pays to put the weight of BROADCASTING • TELECASTING behind your message. It will carry you further, deeper, more productively to your best customers than any other approach.

Behind your message add the weight of . . .

BROADCASTING
TELECASTING

SHOW designed to promote listening among stay-at-homes to relatives and friends from Richmond who are on a Caribbean cruise, has been premiered by WRVA Richmond. Daily broadcasts from Holland American ship *Ryndam* are aired by the station featuring reports of ship's activities, weather and passenger interviews conducted by Jack Stone and Barron Howard, station staff members aboard. Ship to shore telephone circuits were used to pipe program to the station's control room.

APPEAL BRINGS RESPONSE

MORE THAN 6.000 men and women in San Francisco institutions for the aged will be the recipients of material collected as result of a drive conducted over KCBS by Bill Weaver, announcer, whose appeal for sewing material, yarn remnants, cards and games brought enthusiastic response from listeners, station reports. Items will be distributed for occupational therapy and recreation purposes.

TEEN DISC SHOW

TEEN-AGERS have taken over a disc show at WSTC-AM-FM Stamford, Conn., each Saturday at noon. Charlie Kirkwood and George Winston, who title their show, *Winswood and Wax*, are both juniors in high school. Show includes top recordings, interviews and news that will interest high school audience.

programs promotion premiums

SPIRITUAL CLINIC

DUMONT TV Network has announced a new series of weekly half hour telecasts featuring Bishop Fulton J. Sheen, who will answer listeners' questions in an informal spiritual clinic, Program, *Is Life Worth Living?* will be aired Tuesday, 8 p.m., beginning Feb. 12.

SAVINGS PAY

CHEF MILANI, star of KNBH (TV) Hollywood *Chef Milani Show*, begins an essay contest for boys and girls, 10-15 years old, on *Why I Should Save for My Future*. Starting Feb. 11, two winners will be announced each Monday. Prizes will be Security First National Bank passbooks containing ten dollar deposits in each winner's name.

TWO-WAY TV

CBS-TV *The Big Hello*, new weekly half-hour public service program scheduled to start by late February, will use microwave relay between L. A. and N. Y. on each program. Idea stems from desire of people to see each other when speaking on transcontinental telephone calls. Typical participants are a returned overseas veteran who calls his wife in N. Y. from West Coast and is shown his baby for first time, or L. A. man who calls family in N. Y. to introduce his bride-to-be.

WAY TO A VOTER'S HEART

KFH Wichita, Kan., gave a party at the court house to get Wichita citizens out to register for the coming elections. Entertainers broadcast from the corridors where 3,000 people gather for the occasion. In three hours, 1,404 persons registered, an all time record in the city and the county. The program, planned by Tom Bashaw, KFH program director, and Marjory Bassett, station's public service director, was produced in cooperation with the League of Women Voters.

HOWDY DOODY HONORED

SPECIAL on-the-air festivities are being planned when NBC-TV's *Howdy Doody* presents its 1,000th telecast Feb. 12 in what the network says is the first such anniversary in television. Program started on radio in late 1947 with Bob Smith conducting *The Triple B Ranch*. One of the audience's favorite characters named Elmer always addressed the children with "Howdy Doody, kids," thereby keying his own name change as well as the title of the subsequent television show. Video series started Dec. 27, 1947, as an hour-long show of four segments, revised four months later to its present half-hour format.

GOLDEN WEDDINGS

CELEBRATION for 11 couples from Rose Hill, Kan., who were married 50 years or more, was held last week in Wichita and aired by KFH same city. Program, originating in the Rose Hill school gymnasium, featured songs, poems and readings by the elderly couples. In addition to the main broadcast, interviews at their farm houses were conducted with Tom Bashaw, KFH program director, asking participants to give advice on how to make marriages work.

TV SEWING LESSONS

If THERE is a woman in central Iowa who isn't handy with a needle and thread a few weeks hence, it won't be the fault of WOI-TV Ames. The Iowa State College station began a nine-week series of telecasts, *Make a Dress—TV*, on Feb. 1. Prior to the show's debut, 1,000 women expressed interest in the show by mail in response to newspaper and radio publicity. Clothing specialists at the college will instruct.

NEWS INTERNSHIP

WFIN Findlay, Ohio, has inaugurated a project to enable journalism students at Bowling Green State U. to acquire experience while they are still in school. A two week "internship" in radio news writing is now underway for Henry Turek, a college senior majoring in journalism and speech at Bowling Green.

LOCAL TALENT

AS PART of its program to develop local talent, CFAC Calgary has started weekly half-hour local talent drama shows until the end of April. Station also has started quarter-hour, two-narrator documentary on the week's news and a morning children's program on Saturday. A children's theatre of the air will be presented later this year.

PAPER NAPKINS

SERVIETTES with call letters a frequency of the station are be widely distributed by CKX Br don, Man., to teas, bazaars a other functions throughout cent and western Manitoba as part of promotion campaign for listene

GET ACQUAINTED SERIES

RADIO-TV workshop meetings representatives of public serv organizations will commence to at WTMJ-AM-TV Milwaukee continue for seven weeks. Two h sessions will be held each Mond night. Workshop's purpose is acquaint the 300 invited delega with the operations of radio a TV stations. Meetings, sponso by the Junior League, will inclu visits to studios and control room as well as lectures on vario phases of industry.

TALENT HUNT

TALENTED government employ in Washington, D. C., are featur on a new program over WTOP-A FM-TV there each Saturday, 4-4: p.m. Appropriately titled *Gover ernment Talent Hunt*, show is pr duced in cooperation with the Fe eral Recreation Committee. Pa ticipants are selected by G. Lar Zuch, committee chairman, a presented by Gene Klavan, m. c. the show. At the end of the week cycle, winner will be treat to a trip to Paris.

REPORT TO PEOPLE

CITY OFFICIALS will report the citizens on new weekly seri starting Feb. 6 on WIP Philade phia. Mayor, district attorne president of city council and cit manager will rotate on tape re corded Wednesday 10:45 p.m. sho

RADIO CLASSROOM

EDUCATION via radio has bee re-introduced over KFJZ For Worth, Tex., with presentation *Texas School of the Air*, 12 wee series of broadcasts aired thre times weekly at 2:05 p.m. The 1 minute public service feature heard Monday, Wednesday and Fr day. This is the second year KFJ has presented such a series. Near every school in the city is equipp to pipe the programs to the vario classrooms, KFJZ said.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JANUARY 31

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,236	2,312	96		322	105
FM Stations	654	566	84	*1	12	2
TV Stations	108	93	15		482	171

* On the air.

(Also see Actions of the FCC, page 82)

Docket Actions . . .

INITIAL DECISION

Scranton, Pa.—Scranton Radio Co. Hearing Examiner Hugh B. Hutchison issued initial decision looking toward denial of application for new AM station on 1400 kc, 250 w, fulltime; denial based on engineering considerations. Decision Jan. 28.

Non-Docket Actions . . .

TRANSFER GRANTS

WATG-AM-FM Ashland, Ohio — Granted involuntary assignment of license to Robert M. Beer and Fred Koehl, administrator of the estate of Edgar Koehl, deceased. No monetary consideration. Granted Jan. 28.

KTRY Bastrop, La.—Granted assignment of license to Nathan Bolton and A. R. McCleary, d/b as Morehouse Bcstg. Co., through liquidation of stock held by Messrs. Bolton and McCleary for equal partnership interests in firm. No monetary consideration. Granted Jan. 28.

New Applications . . .

TV APPLICATIONS

Visalia, Calif. — Sheldon Anderson, Ch. 3 (60-66 mc), ERP 32.8 kw visual, 16.4 kw aural, antenna height above average terrain 979 ft. Estimated construction cost $246,695, estimated first year operating cost $300,000 and estimated first year revenue $350,000. Applicant is general manager KCOK Tulare, owns 16⅔% of KAFY Bakersfield and 15% of KYNO Fresno. Filed Jan. 30.

Logansport, Ind.—Logansport Bcstg. Corp., Ch. 10 (192-198 mc), ERP 11.15 kw visual, 5.57 kw aural, antenna height above average terrain 115 ft. Estimated construction cost $136,330.63, estimated first year operating cost $150,000 and estimated first year revenue $150,000. Applicant is licensee of WSAL Logansport. Filed Jan. 31.

Near Blytheville, Ark. — Harold L. Sudbury, Ch. 3 (60-66 mc), ERP 6.4 kw visual, 312 kw aural, antenna height above average terrain 426 ft. Estimated construction cost $100,000, estimated first year operating cost $80,000 and estimated first year revenue $90,000. Filed Jan. 31.

Colorado Springs, Col. — Pikes Peak Bcstg. Co., Ch. 10 (192-198 mc), ERP 11.25 kw visual, 5.62 kw aural, antenna height above average terrain 621 ft. (antenna height above ground 465 ft.). Estimated construction cost $163,390, estimated first year operating cost $100,000 and estimated first year revenue $100,000. Applicant is licensee of KRDO Colorado Springs. Filed Feb. 1.

AM APPLICATION

Rumford, Me.—Rumford Publishing Co., 1450 kc, 250 w, fulltime; estimated construction cost $15,078, estimated first year operating cost $27,500 to $32,000, estimated first year revenue $40,000. Applicant is publisher of Rumford newspaper and does printing, sells paper, etc. Filed Jan. 30.

TRANSFER REQUESTS

WUSN Charleston, S. C.—Acquisition of control Southern Bcstg. Co., licensee, by J. Drayton Hastie and Sara C. Hastie. Mr. Hastie pays $8,328 to estate of C. N. Hastie to further liquidate estate. He is president and general manager of station. Filed Jan. 23.

KTSM El Paso, Tex. — Transfer of control to Karl O. Wyler from F. W. Bredberg under terms of will. Mr. Wyler is stockholder, executive vice president, general manager and director of Tri-State Bcstg. Co., licensee of KTSM. No monetary consideration. Filed Jan. 23.

WMAW Milwaukee—Transfer of control to Alex Rosenman, Cy Blumenthal and Lou Poller from C. A. Randall, R. E. Borchert and six others for $235,000 for 2,005 shares of stock. Mr. Rosenman will hold 50% voting rights and Messrs. Blumenthal and Poller will hold other 50% together. Mr. Rosenman was commercial manager WCAU Philadelphia and now is executive and major stockholder in Official Films. Mr. Poller owns WPWA Chester, Pa., and in association with Mr. Blumenthal also owns and operates WARL-AM-FM Arlington, Va. [BoT, Jan. 21; CLOSED CIRCUIT, Dec. 12, 1951]. Filed Jan. 23.

WFMH-AM-FM Cullman, Ala. — Assignment of license Voice of Cullman, licensee, to B. C. Eddins, 50%, manager WFMH-AM-FM; W. N. Eddins, 20%, superintendent of schools, Gadsden, Ala.; John O. Eddins, 20%, account executive for Merrill Lynch Pierce, Fenner & Beane, Birmingham, and Lawrence E. Duffey, 10%, partner in Voice of Cullman. Transfer effected through Mr. Duffey's reduction of interest from 50% to 10% for which he receives $10,600. Filed Jan. 23.

WMRC-AM-FM Greenville, S. C. — Relinquishment of control Textile Bcstg. Co., licensee, through amalgamation with 17 persons, none to hold more than 2.77% of stock, for purposes of adding capital to provide for expected application for television station. Filed Jan. 23.

WGES Chicago—Assignment of license from old partnership to new partnership which will include all present partners plus Martha D. Curtis, Mary J. Emmer, Patricia D. Fort and Helen M. Kennedy through gift of part of interest now held by their parents, John A. Dyer and Elizabeth M. Hinzman, present partners. No monetary consideration. Filed Jan. 30.

WPDQ Jacksonville, Fla.—Transfer of control from Linton D. Boggs Jr. to James R. Stockman and Robert R. Feagin through sale of 60% interest for $182,000. Before transfer Messrs. Stockman and Feagin hold 30% and 10% interest, respectively; after transfer Mr. Stockman will hold 75% interest (control) and Mr. Feagin will have 25%. Filed Jan. 30.

WPEO Peoria, Ill.—Transfer of control from WPEO Inc. to TV & Radio Peoria Inc. through sale of 250 shares of stock for $35,000. Principals in transferee are Chairman of the Board E. A. Rothaus (25%), owner of CPA firm; President William E. Ware (28.1%), president, general manager and 25% owner of KSTL St. Louis; Vice President Dale Livingston (12.5%); Secretary Edward E. Haverstick Jr. (6.3%), general partner in Smith, Moore & Co. (investment firm), St. Louis, and secretary-treasurer KSTL, and two other St. Louis residents. Filed Jan. 30.

KCHA Charles City, Iowa—Transfer of control from Dean W. Hollingsworth to David Beznor and Lee K. Beznor through cancellation of a $5,000 note held by the Messrs. Beznor for KCHA and executed by Mr. Hollingsworth, and transfer of 200 of Mr. Hollingsworth's 290 shares of stock in KCHA to licensee company. Before transfer Mr. Hollingsworth holds 58% interest, David Beznor holds 17.2%, L. K. Beznor holds 15.2%, G. A. Bartell holds 5% and Clair R. Miller holds 4.6%; after transfer Mr. Hollingsworth will have 30% interest, David Beznor 28¾%, L. K. Beznor 25½%, Mr. Bartell 8¼% and Mr. Miller 7¾%. Filed Jan. 30.

KWNW Wenatchee, Wash. — Assignment of license from Apple-Land Bcstrs. Inc. to Mark Sorley and Stuart Maus, both former employes of KPQ Wenatchee, through 10-year lease amounting to 8% per year of actual sales receipts of station up to $60,000 or 10% of gross sales receipts of station over $60,000, provided that for first 6 months rental shall be $250 monthly, and minimum rental for first year not less than $250 monthly. Filed Jan. 30.

Deletions . . .

TOTAL deletions to date since Jan. 1, 1952: AM 2, FM 0, TV 0.
New deletions:

WKEI Kewanee, Ill., CP, Jan. 30.

WEGG Moorefield, W. Va., license, Jan. 31.

FCC Actions

(Continued from page 83)

January 30 Decisions . . .

BY COMMISSION EN BANC

AM License Renewals

Following stations granted renewal of AM licenses on regular basis:
WTJH East Point, Ga.; KDMS El Dorado, Ark.; KGCU Mandan, N. D.; KMCM McMinnville, Ore.; KNAK Salt Lake City; KTAE Taylor, Tex.; WGRA Cairo, Ga.; WGWR Asheboro, N. C.; WLOU Louisville, Ky.; WMSC Columbia, S. C.; KSIX Corpus Christi; WBLJ Dalton, Ga.; WHIR Danville, Ky.; WHLN Harlan, Ky.; KOSF Nacogdoches, Tex.; KSPO Spokane; WBHP Huntsville, Ala.; WNNC Newton, N. C.; KMUR Murray, Utah; WAUD Auburn, Ala.; WCLO Janesville, Wis.; WIRB Enterprise, Ala.; WNEB Worcester, Mass.; WTBC Tuscaloosa, Ala.; WBRD Ft. Lauderdale; WDHL Bradenton, Fla.; WEAT Lake Worth, Fla.; WINK Ft. Myers, Fla.; WIRK West Palm Beach; WJBS Deland, Fla.; WKAT Miami Beach; WMDD Fajardo, P. R.; WNEL San Juan; WPLA Plant City, Fla.; WRIA Caguas, P. R.; WRIO Rio Piedras, P. R.; WSIR Winter Haven, Fla.; WTAL Tallahassee, Fla.; WTIL Mayaguez P. R.; WXRF Guayama, P. R.; WAEL Mayaguez; WCMN Arecibo, P. R., and WRJN Racine, Wis.

Following stations granted extension of AM licenses on temporary basis until May 1, 1952:
KGAN Kingman, Ariz.; WSMB New Orleans; KDLK Del Rio, Tex.; KOAL Price, Utah; WNOR Norfolk, Va.; KBIO Burley, Ida.; KBMN Bozeman, Mont.; KIYI Shelby, Mont.; KRXK Rexburg, Ida.; KTRF Thief River Falls, Minn.; WCBT Roanoke Rapids, N. C.; WCFV Clifton Forge, Va.; WCAT Rapid City, S. D.; WJBB Haleyville, Ala.; KWKW

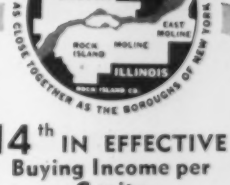
(Continued on page 92)

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by THE DETROIT NEWS

National Representative THE GEORGE P. HOLLINGBERY COMPANY



14th IN EFFECTIVE Buying Income per Capita

among Sales Management's 162 Metropolitan County Areas.

IF your TV schedule covers the first 100 markets according to Effective Buying Income per Capita, then the Quad-Cities market is among the leaders on your list. Over 234,000 Quad-Citians have the income to satisfy their tastes to a luxurious degree. And WHBF-TV is the only TV station in Illinois outside of Chicago. On ABC, Columbia and Dumont networks.

Les Johnson
V.P. and Manager

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,830
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

FCC Actions

(Continued from page 91)

Pasadena; KYA San Francisco; WWBZ Vineland, N. J.; WITH Baltimore; WWDC Washington; WAIM Anderson, S. C.; WFEC Miami, and WOBS Jacksonville, Fla. (Comrs. Walker and Jones voted for regular renewal for WOBS).

Continued Authority

WHOL Allentown, Pa.—Continued authority under which WHOL is presently operating until Aug. 1, 1954, or until final decision in consolidated hearing on applications of Allentown Bcstg. Corp. and of Easton Publishing Co. for construction permits, whichever is sooner, subject to condition that it is without prejudice to action that may be taken or any decision rendered in consolidated hearing.

FM License Renewals

Following stations granted renewal of FM licenses on regular basis:

WJAX-FM Jacksonville; WTAL-FM Tallahassee and WTSP-FM St. Petersburg, Fla.

Following stations granted extension of FM licenses on temporary basis until May 1, 1952:

WGBS-FM Miami, Fla., and WCAC (FM) Anderson, S. C.

January 31 Decisions . . .

BY COMMISSION EN BANC

TV License Renewals

Following stations granted renewal of TV licenses on regular basis:

KECA-TV Los Angeles; KEYL San Antonio; KGO-TV San Francisco; KHJ-TV Los Angeles; KMTV Omaha; KNBH Los Angeles; KOTV Tulsa; KPRC-TV Houston; KSD-TV St. Louis; KSTP-TV St. Paul; WAAM Baltimore; WAFM-TV Birmingham; WAGA-TV Atlanta; WBAP-TV Ft. Worth; WBEN-TV Buffalo; WBRC-TV Birmingham; WCAU-TV Philadelphia; WCBS-TV New York; WCPO-TV Cincinnati; WDAF-TV Kansas City; WDSU-TV New Orleans; WENR-TV Chicago; WEWS Cleveland; WFAA-TV Dallas; WFIL-TV Philadelphia; WFMY-TV Greensboro; WGAL-TV Lancaster; WHAS-TV Louisville; WHBF-TV Rock Island; WHIO-TV Dayton; WICU Erie; WJIM-TV Lansing; WKY-TV Oklahoma City; WLTV Atlanta; WMAL-TV Washington; WMAR-TV Baltimore; WMBR-TV Jacksonville; WMCT Memphis; WNBF-TV Binghamton; WNAC-TV Boston; WOAI-TV San Antonio; WOC-TV Davenport; WOI-TV Ames; WPTZ Philadelphia; WSAZ-TV Huntington; WTCN-TV Minneapolis; WTMJ-TV Milwaukee; WTVN Columbus; WTVR Richmond; WWJ-TV Detroit; WBAL-TV Baltimore and WXYZ-TV Detroit.

Following stations granted extension of TV licenses on temporary basis until May 1, 1952:

KING-TV Seattle; KPHO-TV Phoenix; KTTV Los Angeles; WAVE-TV Louisville; WBNS-TV Columbus; WBTV Charlotte; WDEL-TV Wilmington; WGN-TV Chicago; WJAC-TV Johnstown; WJAR-TV Providence; WJBK-TV Detroit; WKRC-TV Cincinnati; WKTV Utica; WLWC Columbus; WLWD Dayton; WLWT Cincinnati; WNHC-TV New Haven; WNBQ Chicago; WNBT New York; WNBW Washington; WOR-TV New York; WOW-TV Omaha; WSPD-TV Toledo; WTAR-TV Norfolk; WTOP-TV Washington and WXEL Parma.

Above actions do not in any way prejudice action which may be taken by Commission in connection with presently pending TV allocations proceedings.

Comr. Jones voted for temporary extension of licenses in all cases; Comr. Sterling favored regular renewal for WKRC-TV.

Extend SSA

KFAR Fairbanks, Alaska — Granted further extension of special service authorization on temporary basis for period of 90 days ending May 1 to operate on 660 kc with 10 kw, fulltime, pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of American Broadcasting Co. v. FCC, decided July 19.

WNYC New York—Granted further extension of special service authorization on temporary basis for period of 90 days ending May 1 to operate on 830 kc with 1 kw, fulltime, pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of American Broadcasting Co. v. FCC.

Extend Experimental Authority

WTSV-FM Claremont, N. H.—Granted extension of special experimental authority to operate station by remote control from trans. site of station WTSV (AM) for period ending July 10 with same conditions as those of original grant.

Extend Temporary Authority

WIBK Knoxville, Tenn.—On petition, granted extension of temporary authority to operate WIBK to April 1 or until 30 days after entry of decision by United States Court of Appeals for District of Columbia on pending petitions of Commission and applicant, whichever date is sooner.

CP to Replace CP

WRAP Norfolk, Va.—Granted CP to replace expired CP which authorized new AM station on 1050 kc, 500 w daytime, subject to previous condition that applicant file, within 60 days, application for mod. CP specifying trans. site and ant. system meeting Commission's requirements.

Reinstate Expired CP

KWPM-FM West Plains, Mo.—Granted reinstatement of expired CP for FM station to bear expiration date of three months from date of grant.

WORZ-FM Orlando, Fla. — Granted reinstatement of expired CP for FM station to bear expiration date of three months from date of grant.

To Remain Silent

KYBS Dallas, Tex.—Granted authority to remain silent additional 60 days from Jan. 26 pending reorganization. Station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

In Canada more people listen* to

CFRB

Toronto

regularly than to any other station

*THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB

Representatives:
United States—Adam J. Young Jr. Incorporated
Canada—All-Canada Radio Facilities Limited

Edward C. Homer

EDWARD C. HOMER, 59, electronics research engineer with Western Union Telegraph Co., Water Mill, Long Island, died suddenly of a heart attack at Water Mill on Jan. 28. During World War II, secret development of the Navy's first night-fighter radar trainer was under Mr. Homer's direction. He also supervised development of a portable carrier telegraph system for the Signal Corps. Surviving are his wife Helen, and a daughter, Mrs. Charles Shaw.

SPECTRUM

JTAC to Issue Its Findings

LONG, HARD look at the radio spectrum has been taken by a subcommittee of the Joint Technical Advisory Committee, which plans to issue its findings in the near future.

Study is considered to be the first overall expression of how the radio spectrum should be utilized to maintain full value to all services.

Report, now a 300-page mimeograph monograph, is called "Conservation of the Radio Spectrum." It is broken down into six parts and traces in layman's language the history of allocations, problems of allocations and what could be done in the future to conserve spectrum space. It also contains a critique of present allocations.

Among the generalized conclusions the 25 allocations experts came to were the following regarding broadcast services: (1) AM should be located in the 200-1000 kc portion of the spectrum and each station should be a clear channel outlet for maximum wide-area coverage; (2) All local broadcasting should be FM; (3) TV should be placed in a continuous band at around 100 mc. Conclusion is also reached that all shortwave broadcasting is a waste of spectrum space and should be abolished.

Doubt It Can Be Used

It is emphasized that these conclusions are based on what should be done if no other considerations were involved. It is acknowledged that it is probable that nothing like the JTAC recommendations can ever be accomplished among the more well-established services.

Subcommittee which drew up the report comprised Don Fink, editor of *Electronics* magazine, chairman; Haraden Pratt, IT&T (now Communications Advisor to the President) and Philip Siling, RCA.

They were assisted by Trevor H. Clark, Federal Telephone & Radio Corp.; Dr. J. H. Dellinger, consultant, (formerly chief of the Central Radio Propagation labs., National Bureau of Standards); Dr. G. C. Southworth, Bell Labs.; Arthur F. Van Dyck and Jim Veatch, RCA.

Other contributors were Austin Bailey, AT&T; T. L. Bartlett, RCA; Dr. C. R. Burrows, Cornell U.; I. F. Byrnes, Radio Marine; A. J. Costigan, Radio Marine; W. S. Duttera, NBC; H. G. Edwards, RCA; Dr. T. N. Gautier, NBS; Dr. A. N. Goldsmith, consultant; Raymond F. Guy, NBC; John Huntoon, NBS; Dr. C. B. Jolliffe, RCA Labs.; J. H. Muller, RCAC; D. E. Noble, Motorola; Mrs. M. L. Phillips, NBS; F. M. Ryan, AT&T; Julius Weinberger, RCA Labs.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)
REGULAR WEEK DECEMBER 16-22, 1951
NIELSEN-RATING*

Current Rank	Programs	Rating %
EVENING, ONCE-A-WEEK (Average for All Programs)		
1	Jack Benny (CBS)	
2	Lux Radio Theater (CBS)	
3	Amos 'n' Andy (CBS)	
4	People Are Funny (CBS)	
5	Charlie McCarthy Show (CBS)	
6	Our Miss Brooks (CBS)	
7	Fibber McGee & Molly (NBC)	
8	Arthur Godfrey's Scouts (CBS)	
9	You Bet Your Life (NBC)	
10	Suspense (CBS)	
EVENING, MULTI-WEEKLY (Average for All Programs)		
1	Beulah (CBS)	
2	One Man's Family (NBC)	
3	News of the World (NBC)	
WEEKDAY (Average for All Programs)		
1	Arthur Godfrey (Liggett & Myers (CBS)	
2	Romance of Helen Trent (CBS)	
3	Our Gal, Sunday (CBS)	
4	Aunt Jenny (CBS)	
5	Ma Perkins (CBS)	
6	Wendy Warren and the News (CBS)	
7	Big Sister (CBS)	
8	Arthur Godfrey (Nabisco) (CBS)	
9	Arthur Godfrey (Pillsbury) (CBS)	
10	Road of Life (NBC)	
DAY, SUNDAY, (Average for All Programs)		
1	The Shadow (MBS)	
2	True Detective Mysteries (MBS)	
3	Martin Kane, Private Eye (NBC)	
DAY, SATURDAY (Average for All Programs)		
1	Theatre of Today (CBS)	
2	Stars Over Hollywood (CBS)	
3	Grand Central Station (CBS)	

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 41,963,000 —the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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JACK SHAW, sportscaster for Tidewater Associated Oil Co., San Francisco, named president of San Francisco Touchdown Club.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

NARTB Boards

(Continued from page 28)

reverberations in Congress and at the FCC.

Slides, films and other facilities for display of the code symbol will be ready for subscribing stations. NARTB is working on plans for a promotion campaign built around the laurel wreath seal.

Because the association's management is becoming so complex the normal budget procedure may be changed to allow more flexibility. The operations have been kept in the black under Mr. Fellows' direction.

A number of special meetings will be held before the board sessions start Feb. 13. These include the board's finance committee.

The television board opens discussions Wednesday, Feb. 13. Vice Chairman Robert D. Swezey, WDSU-TV New Orleans, is scheduled to preside following resignation of Chairman Eugene S. Thomas who has joined George P. Hollingbery Co., station representative firm, as television vice president.

Both television and radio boards will meet Thursday, holding separate sessions. The combined radio and television boards will meet jointly Friday.

Two vacancies exist on the combined boards at this time, in addition to the TV chairmanship of Mr. Thomas. The vacant posts are those of Craig Lawrence, District 1 (New England) director, and Patt McDonald, small stations director-at-large. Mr. McDonald became ineligible when he moved to WNOE New Orleans, a large station. Mr. Lawrence has resigned from WCOP Boston.

The District 1 vacancy will be filled this winter by a special election in that district. The term expires in 1953. Mr. McDonald's vacancy will not be filled since the term expires next April. Election processes are under way for 12 radio board terms expiring in April (see story page 28).

All vacancies on the TV board expire in April. Decision on election of directors to this board and a successor to Mr. Thomas will be made next week or at a TV board meeting scheduled during the NARTB convention in the spring.

Alexander Stronach Jr., representing ABC, and Herbert V. Akerberg, CBS, will attend their first NARTB board meetings at San Antonio. Frank M. Russell is TV Board member for NBC while Chris J. Witting is DuMont's director.

A by-laws situation has arisen in the presence of George B. Storer, Fort Industry Co., and W. D. Rogers Jr., vice president of KEYL (TV), on the television board. Only one director from a single ownership interest can serve on the board under the recently amended by-laws. Fort Industry purchased KEYL (TV) last year.

The board will devote considerable attention to the liquor advertising ban proposed in Congress (S 2444).

In the legislative field the board will take up such problems as the Benton bill (S 1579) to set up a citizens advisory board on radio and TV programming. The membership has voiced strong objection to this censorship idea and the board itself went on record against the bill at its December meeting.

Other legislative topics include tax measures and steps to coordinate state broadcasters' associations with NARTB's activity [B•T, Jan. 28].

The board will be given a multiple-member dues schedule next week. Under this plan a discount of perhaps 20% or 30% will be given operators of more than one station, provided all stations in the group are members. This plan might apply to both radio and TV stations under one ownership.

NARTB membership shows a distinct upward curve since the November board meeting. At that time there were 953 AM, 367 FM and 74 TV stations, aside from networks, holding association membership. There were 59 associate members.

February finds AM membership at 970, a gain of 17 in two months. NBC and MBS are radio members, with CBS and ABC not belonging to this wing of the association. Both CBS and ABC are television members, however, having joined recently. With NBC and DuMont in TV membership, the association has a 100% record in the TV network field. Eighty TV stations are members out of the 108 total.

The dues structure of NARTB radio members will be revised as of April 1 when fees will start at $10.50 a month for stations under $25,000 and range upward to $450. This scale represents a 30% reduction but it will no longer entitle radio members to BAB membership.

Since BAB was partially split from NARTB two years ago its basic dues from stations have come via a 30% cut of NARTB's dues. Stations not wanting BAB service have received a 30% discount in fees.

An anomoly of the joint NARTB-BAB dues structure was the fact that some stations could belong to both associations for roughly the same fee charged for BAB-only membership. BAB dues are half the highest hourly card rate of the station.

Latest BAB membership statement shows 962 belonging, of which 41 had been signed since mid-December.

NARTB's two-man station relations department is headed by William L. Stubblefield, with William K. Treynor as assistant director.

BAB started signing stations last summer, with the April 1 NARTB-BAB separation in mind. William B. Ryan, BAB president, and staff officers made the rounds of the NARTB district meetings and obtained membership pledges.

New Project To Start

A new association project, "Radio on the Record," will get under way soon under board authorization. It is a radio promotion idea to acquaint listeners with the service offered by the medium. First of the series, to appear in transcribed form, will be built around radio news service. Well-known commentators and public officials will provide spots on one side of the disc. The other will carry a program. Drexel Hines, producer of many network shows, is in charge of production with Columbia Recording handling the technical end. Robert K. Richards, NARTB public affairs director, is in charge of the promotion.

Report on the upcoming March 31-April 2 convention in Chicago will be given the board by a special committee headed by James D. Shouse, WLW Cincinnati. The committee is expected to meet at San Antonio prior to board sessions.

Tentative convention plans call for a three-day meeting, if all proposed programming can be crowded into that period.

A separate Engineering Conference will be held, running concurrently, with delegates taking part in the two joint luncheon sessions. All meetings will be held at the Conrad Hilton Hotel.

Other topics on the board agendas at San Antonio next week include results of an insurance company questionnaire on tower and business-suspension policies; test campaign to promote FM set sales and listening; pension for NARTB staff; extension of NARTB publication services to educational institutions; plans to complete staffing of headquarters departments.

First of a series of television tax clinics will be held in San Antonio Feb. 12, with many of the TV board members expected to attend. The clinics are designed to acquaint stations with operation under latest rulings of the Internal Revenue Bureau.

NARTB was active in bring legislative and regulatory relief to TV stations, avoiding an excessive tax burden because the industry is new in the economic pattern. The tax burden has been equalized under the excess profits tax law and interpretations.

John Poole, Fort Industry Co., NARTB's special tax counsel in the fight to obtain relief, will take part in the San Antonio clinic, to be held at the Plaza Hotel. Eligible to attend will be representatives of TV stations in the South, Southwest, West and Midwest.

Second clinic in the series will be held Feb. 19 in Washington at the Mayflower Hotel. Stations in the Seaboard area, East and Northeast will participate.

Station operators will have a chance to submit their individual problems to the tax clinics.

Lowell Parker of the law firm of Hogan & Hartson is participating in the NARTB tax studies and may attend one or more clinics.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Blue River

SILVER AND GOLD

On Records: **Alan Dale—Dec. 27961; Pee Wee King—Vic. 20-4458; Billy May—Cap. 1955; Jack Haskell—Coral 60652; Rusty McDonald—Intro 6040; Mills Brothers—Dec.***

Soon to be released.

BMI

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NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

What a Buy!

N
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PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES
Headley-Reed Co.

at deadline

THEATRE TV ISSUES AS REVISED BY FCC

COMPLETE TEXT of theatre TV hearing (see story page 25) revised Issue I and new Issue K, issued by the FCC Friday, is as follows:

(i) To determine whether, if frequencies are to be allocated for the purpose of providing a theater television service, such service should be established on a common carrier or non-common carrier basis, and if on a non-common carrier basis, the conditions under which such service would be made available, including conditions designed to maintain competition within a theater television service, and as between a theater television service and competitive services.

(k) To ascertain the proposals of the parties with respect to the standards of licensee eligibility in any theater television service, if established, with special reference to such questions as to whether the public interest would be served by granting licenses for stations in such a service to persons also engaged directly or indirectly in the furnishing of network or other programming for broadcast reception, to persons engaged directly or indirectly in the production of motion pictures or other programs for a theater television service, or to persons engaged directly or indirectly in the exhibition of motion pictures or of the programs of such a theater television service.

EMPIRE STATE PANEL AT IRE

EIGHT speakers scheduled for technical meeting of Institute of Radio Engineers in New York Wednesday to discuss Empire State Bldg. project. Participating will be Raymond F. Guy, NBC; John G. Preston, ABC; Thomas E. Howard, WPIX (TV) New York; Rodney D. Chipp, WABD(TV) New York; John B. Dearing, RCA; J. W. Wright, CBS; Fred Everett, NBC, and Frank G. Kear, consultant.

WHLI PUBLIC SERVICE UP

WHLI-AM-FM Hempstead, L. I., had 20.2 percent increase in public service broadcasting during past year, Paul Godofsky, president and general manager, said Friday. Regulary scheduled community service programs totaled 897 during 1951 or 285 hours and 20 minutes air time. WHLI reports another 100 special events shows throughout same year. Schedules included everything from free-time religious broadcasts to on-spot coverage of local news with some 905 Long Islanders appearing on broadcasts.

WMEX PETITION

INTERFERENCE between stations was cited to FCC as grounds for withdrawing program authority and setting license application of WHIL Medford, Mass., for hearing, in petition filed Friday by WMEX Boston. Boston station argued that 25 millivolt contour of Medford station interfered with the 25 millivolt contour of its 5-kw operation on 1510 kc, and is against Commission's engineering standards relating to stations 30 kc apart. WHIL has grant on 1540 kc with 250 w, daytime.

AUTHORS LEAGUE COMPLAINT

FCC is looking into its legal authority to do anything about the alleged black-listing of Philip Loeb, "Poppa" of *The Goldbergs* [B•T, Jan. 28], following receipt of an official complaint from Rex Stout, president of the Authors League of America. Letter was understood to ask the FCC to hold hearing on employment practices of networks and stations regarding writers, actors and directors. FCC General Counsel Benedict P. Cottone was instructed to look into FCC's jurisdiction in matter.

MEDIA ANNOUNCEMENT

REP. ALBERT GORE (D-Tenn.) formally announced his candidacy for U. S. Senate over 52 radio stations and two TV stations in Tennessee at 9:30 p.m. Saturday. He is believed to be first member of Congress to announce his candidacy over both broadcast media simultaneously. Last week Rep. Gore tape-recorded 50-second announcement, then mailed copies to Tennessee radio outlets with 9:30 p.m. Saturday release. He also made minute film strip to be shown at same time over WSM-TV Nashville, and will appear in live telecast over WMCT-TV Memphis. No stranger to broadcast media, Rep. Gore has been doing weekly broadcasts over WSM for 13 years, has also given news commentaries over WSM-TV. In his current venture, he is aiming for the seat held by Sen. Kenneth McKellar (D-Tenn).

NBC MERCHANDISING HEADS

FOUR MORE merchandising district supervisors announced by NBC Friday: Charles Wallace, previously with Fels Naptha and Welch Grape juice, to cover New York state, Vermont, New Hampshire, Maine, Massachusetts, Rhode Island. Sidney L. Giles, with Standard Brands for 18 years, to supervise New Mexico, Texas, Louisiana, Mississippi. Charles R. Garrison, with California Fruit Growers Exchange for past 12 years, to cover Maryland, Virginia, Carolinas. L. R. Lee, district sales manager for household division of Armour & Co. for several years, to take charge of Tennessee, Alabama, Georgia, Florida.

CHAMBER HITS LIQUOR BILL

U. S. Chamber of Commerce last week characterized as "unfair" proposed legislation to prohibit radio-TV advertising of distilled spirits. Proposal is contained in Johnson-Case Bill (S 2444), pending before Senate Interstate and Foreign Commerce Committee (see story, page 32). Chamber said that bill would establish dangerous precedent, that advertiser should be permitted free choice in selecting advertising channels.

IN THE RED

TELE-TONE Radio Corp., Elizabeth, N. J., radio and television manufacturer, first to start manufacture of adapters for CBS color system, filed bankruptcy petition in U. S. District Court, New York, authorities said Friday, to "reduce unsecured claims by 50 percent." Settlement at annual 10 percent rate beginning one year from confirmation was requested. Liabilities were listed as totaling $2,136,997 with assets at $3,809,306, of which stock in trade was $2,873,000. With Sol W. Gross as president, corporation owns and controls Tele-Tone National and New York Corps. and Rico TV Corp.

PEOPLE . .

THOMAS D. MEOLA, manager of public of and sales of RCA Communications Inc. for three years, elected vice president in charg New York district, according to Friday nouncement of H. C. Ingles, president. Meola had previously been European mana where he supervised restoration of disru radio circuits after the war and where he established mobile RCA stations to accomp military operations in Europe. He has with RCA since 1925.

CHARLES A. POOLER, vice president charge of research, Benton & Bowles, N. appointed to newly-created post of vice p dent in charge of marketing. **ALFRED WHITTAKER,** B & B director of resea elected vice president charge of research (see earlier story, page 73).

JOE GRATZ, CBS-TV, N. Y., to Warwick Legler, N. Y., as television and radio p ducer and director.

RUSS TROST, veteran of motion picture c ing, named casting director for CBS Tele sion, Hollywood.

JACK CLISSOLD, recently resigned as s director for Anahist Co., to Industrial Surve Co., N. Y., on special assignment with firm national drug distribution unit.

RUDY BRETZ, faculty member at School Radio Technique, N. Y., and director of AB TV's *Jessie's TV Notebook*, on leave of absen to Canadian Broadcasting Corp., in Toronto special instructor in video production.

FRED GREEN, news commentator, WD Philadelphia, promoted to program director

PRIMARY ELECTION COVERAG

MAJOR networks getting ready to turn mil toward primary elections, with New Ham shire contest March 11 as starter, spokesm reported Friday. Mutual plans "extensi reports" from there, with NBC Radio r portedly starting grass roots coverage fr the scene week before the vote. CBS spok man said, "We'll cover it like a blanket" wh ABC has started plan for on-spot radio. Tel vision coverage not yet worked out by any ne work.

NBC meanwhile was reported to have d cided definitely that it will only sell time, n make it available free on either radio or T network, for pre-convention political speech though it does intend to provide for airing political questions via forum programs, e ABC already has announced it will follo similar course. Other networks still conside ing question Friday.

NEW SALES TECHNIQUE

SEEMINGLY new approach to selling of tel vision program was registered Friday when a unidentified agency sought co-sponsor for "t grade half-hour limited network TV progra by inserting 2 col. 5 in. "blind" advertisem in *New York Herald-Tribune*. With "ne 20" rating, program was described as follo ing one of great TV audiences on one of T best nights.

ROPER ON ELECTIONS

ELMO ROPER, public opinion analyst, to be Sunday series of 1952 elections over N Radio Network, 3:30 p.m. EST Feb. 17. C mentator to start television series at later da

YEAR 1900

In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media . . . and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.

WLW WLW TELEVISION

THE NATION'S STATION AND ITS TV SERVICE